

THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

Vol. LXX. No. 25.

NEW YORK AND CHICAGO, DECEMBER 16, 1911.

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NEW COMMITTEES

President Millington Lockwood Names Permanent and Standing Committees of the National Association of Stationers and Manufacturers for Year.

PRESIDENT MILLINGTON LOCKWOOD, of the National Association of Stationers and Manufacturers, has been busily engaged during the past two months in appointing the permanent and standing committees of the association to serve until the Omaha Convention. In many instances it seemed the part of wisdom to continue some of the chairmen and members of last year's committees in office, in order that they might carry forward the work which they undertook under President Falconer.

In other cases this was not possible, and it has been a very considerable task for President Lockwood to complete in such a highly satisfactory manner the list of appointments noted below.

As the efficiency of the association increases, the duties and responsibilities of the committees multiply, because upon the shoulders of their members rests the burden of maintaining the various association activities between conventions. It is a cause for congratulation that the organization contains so many able and intelligent members each of whom is willing to do his share to promote the cause for which the association stands.

The meeting of the chairmen of the various permanent committees which is intended to be held in Cleveland during the third week in January, will serve to inaugurate the work for 1912 under the most auspicious circumstances, and as President Lockwood is to be congratulated upon the character and attainments of the men who will serve upon his committees, so the industry as a whole is likewise fortunate that it can command the services and activity of such an organization as the National Association has proven itself to be.

It is betraying no confidence to observe that President Lockwood feels that the most conspicuous achievement of his administration to date is reflected in the willingness of Fletcher B. Gibbs and his loyal colleagues to continue their services as members of the National Catalogue Commission.

The permanent and standing committees follow:

PERMANENT COMMITTEES FOR 1911-1912.

EXECUTIVE COMMITTEE.

Millington Lockwood, chairman, Buffalo; Chas. E. Falconer, The Falconer Company, Baltimore; Robert D. Patterson, The Buxton & Skinner Stationery Company, St. Louis.

BLANK BOOKS.

Ralph S. Bauer, chairman, The R. S. Bauer Company, Lynn, Mass.; Frank B. Towne, National Blank Book Company, Holyoke, Mass.; Amedee Peting, Geo. D. Barnard Company, St. Louis.

PAPER AND ENVELOPES.

Charles N. Bellman, chairman, Franklin Printing & Engraving Company, Toledo; Franklin Weston, Byron Weston Company, Dalton, Mass.; Peter T. Hoehn, Bates, Jackson Company, Buffalo.

FILES AND OFFICE FURNITURE.

A. Pomerantz, chairman, A. Pomerantz & Co., Philadelphia; E. J. Weis, Weis Manufacturing Company, Monroe, Mich.; Theo. A. Steinmuller, Lucas Bros., Baltimore.

HARDWARE AND GLASSWARE.

Geo. M. Courts, chairman, Clarke & Courts, Galveston, Tex.; C. H. Numan, Weeks-Numan Company, New York City; Ennis Cargill, Cargill Company, Houston.

INKS AND MUCILAGE.

John Brewer, chairman, H. K. Brewer Company, New York City; William Rodiger, Sanford Manufacturing Company, Chicago; Herman S. Jans, Pomeroy Ink Company, Newark, N. J.

(Continued on page 18.)

FIXING THE PRICE

Interesting Views on an Important Subject by W. H. Kellogg, of Battle Creek, Mich.—Why Best for Both Manufacturer and Retailer.

INTEREST in the fixed price proposition has been increased greatly of late by important decisions handed down by the courts on this question. While these decisions have apparently led to confusion in the minds of some people, there seems no need of a misunderstanding if it is remembered that the courts have quite uniformly for some years past held that manufacturers have the right to fix and maintain prices on patented articles, while on articles not patented or not patentable there has been considerable divergence of opinion.

In view of the great interest in the stationery trade in the fixed price idea, the following well-written article on the "Manufacturer's Right to Fix the Price," by W. H. Kellogg, of the well-known cereal concern that bears his name, expressing the views of one from the side where the courts have not been inclined to give the right to fix prices, is presented herewith from the current issue of *Printer's Ink*:

"The cutting of prices is a symptom of a condition of lack of mutual confidence."

So says Jefferson Livingston, president of the T. A. Snider Preserve Company, in *Printers' Ink* for November 2.

And if that much were true a great deal of the rest of Mr. Livingston's philosophy might be equally true, but there are a few of us who will have the temerity to persist in contrary views.

In the first place, price cutting isn't a symptom—it's the disease itself. In the second place, "lack of mutual confidence" is not the particular germ that causes it. It's like the grippe. Someone catches it, heaven knows where, and the first thing you know the neighborhood is full of it.

(Continued on page 32.)

HOLIDAY TRADE

How It May Be Made a Profitable Proposition for Stationers Who Do Not at Present Carry Holiday Goods.

Is it not possible for the stationery dealer to secure some of the holiday trade as well as the department and fancy goods stores? This question was asked a prominent dealer in Chicago several days ago. The answer was in the affirmative, and there were several points brought out that prove the wisdom of jumping in and taking all the trade you can get.

In the words of this man, "the department stores have cut into our business, and now handle a general line, and why should we not at least handle a line of such supplies as will be found suitable as gifts and useful as well?" The truth of the assertion came to us as being philosophical, and to this end there is a gradual return to the old idea, on a modern plan, of the general store. If a stationery man wishes to be in touch with the situation he should note the changes that are going on about him.

There is one feature of this holiday trade that has a particular significance at this time, in so far as the dealer is concerned. As a rule, the man who buys holiday goods for presents does not like a crowd or a rush. If he can go into some store where there is less of the "bargain rush" spirit, he will be apt to find what he wants and to buy it quickly, too. While there are not a great many articles that the stationery man will carry in stock at this season, there are a sufficient number to make it worth while to the man who is a busy man and who still wishes to make a few gifts on the side.

There is a line of cutlery, fancy box paper, cards, calendars of many types, notebooks, fancy pens, fountain pens, ink and desk sets, a large assortment of useful articles for the office, den or library, and a host of little things that are found in the department stores and which can be purchased of the stationery man at equally low prices and a large enough selection to satisfy the most particular.

Reference is not made here in a particular way to the man in the small town or to the dealer in the big city who caters to the suburban trade, but to the man who is located in the heart of the city, and who would not be expected to cater to this class of trade in the holidays. Some dealers have worked up a very nice trade in this respect. The men buyers find that they can get all the satisfaction they want, and not be worried to death in a mob of seekers after low prices and a hundred other items that madden the clerk and the purchaser as well.

Only sufficient stock of this kind can be purchased at this season to interest the trade. It should be displayed early enough to let the customers know that you are looking after their wants, and in this way

they will come to see that there is wisdom in making purchases where there can be no doubt as to quality, price and ample accommodation. In self-defense the dealer must look beyond the line which he used to carry. Conditions have changed now, and there is a stationery store in every large store in the city or town in the country.

The modern ideal man looks ahead and does not wait until he is compelled to adopt the progressive methods that will mean an upbuilding of his industry. No, the man who is keeping on the alert will not sit by and say that there is small need for him to seek any holiday trade. Is he not just as much entitled to this as those who have made inroads on his industry? There is but one way to secure trade, and that is to go after it. Do not wait for it to come to you. You must seek it, and the holiday trade is as good to have as any other kind, particularly when it comes without the asking.

Government Awards

(From Our Special Correspondent.)

WASHINGTON, D. C. December 11.—The following awards have been announced for supplies for the Springfield Arsenal:

3,500 sheets carbon paper, 8 x 10½ inches, Penn Carbon Manifold Co., 3-10 cents per sheet.

3,000 sheets carbon paper, 7 x 15 inches, Penn Carbon Manifold Co., ½ cent per sheet.

1,500 sheets carbon paper, 8 x 13 inches, Penn Carbon Manifold Co., 3-10 cents per sheet.

750 pounds sealing wax, Insulated Co., 8 cents per pound.

10,000 clasp envelopes, 2¾ x 4¼ inches, Thacker Paper Co., \$2.53 per 1,000.

15,000 clasp envelopes, 3½ x 4¾ inches, Thacker Paper Co., \$2.65 per 1,000.

15,000 clasp envelopes, 4 x 5¼ inches, Thacker Paper Co., \$2.81 per 1,000.

3,000 sheets pasted bristol board, white, Thacker Paper Co., \$26.10 per 1,000.

1,000 sheets salmon R. R., Thacker Paper Co., \$19.50 per 1,000.

200 rolls blue print paper, Eugene Dietzgen Co., 45 cents.

15 rolls brown print paper, Eugene Dietzgen Co., \$1.35.

5 rolls imperial tracing cloth, 42 inches, Eugene Dietzgen Co., \$10.29.

1 roll economy tracing paper, Eugene Dietzgen Co., \$1.45.

5 rolls Teuton drawing paper, Eugene Dietzgen Co., \$1.60.

A. F. TENNILLE.

That the W. H. Hoskins Company, the progressive stationery and office outfitting concern of Philadelphia, is a firm believer in advertising, is frequently shown, and is again being evidenced during the Christmas season, when they have been running some exceptionally effective spread copy in all the Philadelphia papers.

Board of Trade Meets

At the regular monthly meeting of the Stationers' Board of Trade of New York the report of the banquet committee to hold the annual dinner on the evening of Tuesday, March 12, at the Hotel Plaza, was favorably received. This committee, composed of Frederick P. Seymour, chairman; Arthur P. Jackson, Charles F. Kimpton, William O. Husten and Henry C. Bainbridge, president, ex-officio, have approached their work enthusiastically and, judging from this as well as by the records they have established on previous occasions of this kind, the event may well be expected to be more than ordinarily successful.

The nominating committee have re-nominated the present board of trustees as follows: Thomas P. Bacon, J. B. Lippincott Company, Philadelphia, Pa.; Henry C. Bainbridge, Chas. T. Bainbridge's Sons, 22-24 Cumberland street, Brooklyn; Arthur C. Bainbridge, Henry Bainbridge & Co., 99 William street, New York; Louis V. Blanchet, Berlin & Jones Envelope Company, 547 West 27th street, New York; William B. Boorum, Jr., Boorum & Pease Company, Bridge and Front streets, Brooklyn; Charles T. Dillingham, Little, Brown & Co., 156 Fifth avenue, New York; Eberhard Faber, Eberhard Faber, 37 Greenpoint avenue, Brooklyn; Stephen Farrelly, American News Company, 9-15 Park place, New York; William B. Hadley, Cassell & Co., Ltd., 45 East 19th street, New York; William O. Huston, Dennison Manufacturing Company, 15 John street, New York; Arthur P. Jackson, Hawkes-Jackson Company, 38 Murray street, New York; Henry R. Jackson, Spencerian Pen Company, 349 Broadway, New York; Charles S. Kiggins, Kiggins & Tooker Company, 35-37 Park place, New York; Charles F. Kimpton, Kimpton, Harbottle & Haupt, 130 William street, New York; Frederick P. Seymour, L. E. Waterman Co., 173 Broadway, New York; David A. Tower, Tower Manufacturing & Novelty Company, 306 Broadway, New York; Samuel E. Vernon, S. E. & M. Vernon, 69 Duane street, New York; Franklin Weston, Byron Weston Company, Dalton, Mass.

The annual meeting for the election of trustees and of such other business as may be brought up will be held at headquarters, 97-99 Nassau street, Tuesday, January 2, 1912.

Cleveland's Annual Dinner

The annual banquet of the Cleveland Booksellers and Stationers' Club will be held at the Colonial Hotel on Saturday evening, January 20, at which time the club will entertain as guests the chairmen of the committees of the National Association, who hold business sessions in Cleveland, January 18, 19 and 20. The affair is expected to be a big success.



Our papers are also supplied by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

OUR TYPEWRITER RIBBONS AND CARBON PAPERS

REPRESENT THE *VERY BEST* IN THE LINE OF THESE
COMMERCIAL NECESSITIES

YOU SHOULD NOT USE *LESS* THAN THE BEST TO MAINTAIN
MODERN EFFICIENCY

WE *LEAD* THE WORLD IN *OUR LINE* BECAUSE:

WE FILL EVERY REQUIREMENT
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AGENCIES—In every part of the world; in every city of prominence.

DO YOU SELL "BERLIN'S" QUALITY FIRST STATIONERY?

BERLIN'S Cards, Mourning Papers, Writing Papers, Typewriter Papers, Papeteries,
Tablets and Initial Papers represent taste and refinement in polite correspondence.

The Initial Papers are all stamped by hand with a steel hand-engraved die, and as a result you have the finest workmanship it is possible to produce at much less than it would have cost to have done it as a "special order."

NO WAITING :: :: NO DELAY

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Reorders prove that quick sales pay

COMPANY

AND 136 WILLIAM ST., NEW YORK

THE HOME OF THE TALLY CARD

STAPLE ENVELOPES OF EVERY DESCRIPTION

SUNDAY CONTRACTS

The Legal Principle in the Law Regarding Contracts and Obligations Made on the Sabbath.

By ELTON J. BUCKLEY.

Copyright, 1911.

A useful legal principle to know about is the law regarding contracts and obligations made on Sunday. The law is exceedingly tender of the sacredness of the Sabbath, and often leaves a man who does business on that day in an exceedingly forlorn condition.

Practically all States have statutes setting Sunday aside as a day on which business cannot be legally transacted. This includes the making of obligations which if made on week days would be perfectly binding.

Some of these statutes go further than others, but the spirit of them all is the same—that contracts completely made on Sunday are void and cannot be enforced.

How far this principle carries can be seen from the following decisions, which are actually on record, and would probably be followed in almost any State:

A promissory note made on Sunday is void, and the maker is not bound. This is only, however, so long as the note remains in the hands of the original payee. If the person to whom the note was first delivered by the maker, the payee, endorses it and passes it along before maturity in the ordinary course of business to a third party who gives value for it and is ignorant of the fact that it was made on Sunday, it can be collected.

This principle also includes the endorsing of a note on Sunday. If a man endorses a note on that day he is not legally bound, and can successfully defend any

effort by the payee to hold him responsible. The only defense he needs is the fact that his contract of endorsement was made on Sunday.

A lease made on Sunday is also void and neither party is bound.

So is an agreement to form a partnership, if the partnership is to begin at once. If the agreement is only a preliminary one, however, and it is to be completed on a week day, it will often be held good.

If a man agrees on Sunday to become surety, or warrantor or guarantor for another, his contract is also void.

An insurance policy made on Sunday, the insurance to begin that day, is also void, and the insurance company is not responsible.

To be void, however, all these contracts, and any others affected by the Sunday law, must be fully consummated on Sunday. There must be nothing left to be done before they become contracts. For instance, a deed or a note, though fully executed, is not a legal contract until it is delivered to the party to whom it is to be given. Therefore, a deed or a note can be fully executed and even dated on Sunday, and still be valid if not delivered until a week day.

So is an offer good when made on Sunday and accepted on Monday.

Likewise with a sale of merchandise. I recall a recent case in which a Western retailer who was in New York only over Sunday looked up a jobber on that day and gave him a considerable order. The goods were sold subject to the buyer's approval upon delivery. Between the day of sale and the day of delivery the market broke, and the buyer attempted to escape on the ground that the contract was made on Sunday.

The court held, however, that though the terms were fixed on Sunday, there was really no contract then, because there was

no sale until the buyer approved the goods. The fact that the approval, which meant the consummation of the sale, was to be done on a week day, cured the transaction of what would otherwise have been a fatal defect.

There are several cases on record to the effect that when property is bought and paid for on Sunday, but the property is not to be delivered until later, the contract is void.

As a rule, a contract which is bad when made can be cured if the parties ratify it under conditions which make it good. For instance, an agent may make a totally unauthorized contract for his principal, which as to the principal is absolutely bad. The principal can make it good merely by ratifying it.

A Sunday contract, however, cannot be cured by ratification. It is hopelessly bad forever under the great weight of authority, though there are a few cases that hold the contrary. It is held everywhere, however, that although the original contract was bad because made on Sunday, the parties by working along under that contract can create a new verbal agreement which will be enforceable.

Where one party to a Sunday contract has gotten some benefit out of it, the law will sometimes compel him to either perform it or return the benefit. There are some exceptions to this, however, which will appear to the layman like decided injustices. They only show, however, that the law is determined to keep Sunday free from business transactions if it can.

For instance, there are cases which hold that where property is sold and delivered on Sunday, no matter what kind of property it is, the price, if not paid at the time, cannot be recovered at all. If payment is made at the time, the law will not interfere on either party's behalf. Though the contract was illegal, the law holds that

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MAINTAINING A STANDARD

It is the distinctive higher grade of Wedding and Correspondence Papers and Papeteries that has established the prestige of Whiting Papers. A high standard of quality cannot be maintained by a low standard of prices. Ours is not a cut price line but we offer dependable stationery backed by a reputation which has enabled us to lead the trade for forty years.

Whiting Paper Company

New York, 148-150-152 Duane Street

Philadelphia, 725 Arch Street



Makers of High Grade Papers

Chicago, 209 South State Street

MILLS: HOLYOKE, MASS.

TOWER MANUFACTURING & NOVELTY CO.

306-308 BROADWAY NEW YORK CITY, N. Y.

WHOLESALE STATIONERS

QUICK ACTION

Telephone Index and Note Tablet

RETAILS FOR \$1.00 EACH

Liberal discount to the trade

See page 14 for full particulars



We are the Largest Manufacturers of Stationer's Tin Goods

in the United States. We always have a large stock on hand and are able to make prompt shipments on any sized order. Try us on your next order and we will surprise you—not only in prompt shipment but the quality and price of the goods.

SEND FOR CATALOG.

MERRIAM MANUFACTURING CO., Durham, Conn.

AN ALL STEEL POCKET SEAL EMBOSSE



* Three-fifths Actual Size.

For \$1.50. A new number by the Roovers Bros., whose hand embossers have made such a hit with stationers. Weight less than 9 ounces. All steel, nickel plated. No brass or lead used for dies. Easy to operate. Made to last. Lock at catch on handle. Notary Public, Justice of Peace, Commissioner of Deeds, Corporation Seals, to retail at \$1.50; special words in center, \$2.00; seal with letter in center, \$1.50; address embossers, \$1.00 per line; \$1.50 for two and three lines; \$1.75 for four lines.

WRITE FOR TRADE PRICES WHICH GIVE LIBERAL PROFIT

ROOVERS BROTHERS,

Office: 100 Schermerhorn Street, BROOKLYN, N. Y.

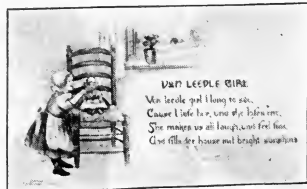
THE DRYSDALE COMPANY, Inc.

CHICAGO: 209 So. State St.

NEW YORK: 41 W. 36th St.

VALENTINES—

Retail 2 for 5 cents, 5 cents, 10 cents, 15 cents and 25 cents.



FOLDERS—POST CARDS—

5 x 7 and 7 x 9 sizes in photogravure and hand colored

DUTCH POST CARDS

Nine new subjects, making fifteen in all.



Two New Birth Announcements

"It's a Boy"
"It's a Girl"

EASTER LINE NOW READY

WRITE FOR SAMPLES

since it is fully executed, nothing will be done.

In some cases a seller has sold his property on Sunday and taken the money for it. Later his creditors, being unable to reach the money, have attempted to get the property back, but they have usually failed, on the ground mentioned. There are a few cases in Michigan, Alabama and Vermont that hold that as the sale was illegal it passed no title, and the property can therefore be gotten back, but these cases are not generally followed.

Where, as stated, payment is not made at the time, it need never be made, and in many cases the law will uphold the buyer in keeping the property without paying for it. This is unless the buyer has subsequently made, on a week day, an express promise to pay. Nor can the seller or his creditors get his property back.

This seems like favoring one wrongdoer at the expense of the other, but it merely comes to this—that the law will not interfere at all, leaving the parties where they have placed themselves.

For instance, in a New Hampshire case the owner of property entered into a contract on Sunday to sell it. The price was not paid at that time. Later when the seller attempted to collect it, the buyer refused on the ground that the contract was void because made on Sunday. The seller then forcibly took his property back, but the buyer went to law about it and com-

pelled him to restore it. The seller, thus baffled, sued for the purchase price, but the buyer made the same defense—that the contract was made on Sunday—and won. The seller was out both his property and its value, and one can imagine the maddening sense of the injustice of the law which filled his mind.

The law is the same with money loaned on Sunday. It cannot be recovered, unless the borrower has agreed, on a week day, to repay it. If he has done that he has made a new contract, which can be enforced.

Contracts made on legal holidays are not, as a rule, void in the way that the law makes them void if made on Sunday.

Duty on Decorative Paper

In sustaining a protest filed by F. B. Vandegrift & Company, the Board of United States General Appraisers at New York Wednesday held that uncoated paper, printed with a design for use in decorating glass or windows, is entitled to enter at the rate of 4½ cents a pound under the Tariff Act of 1909, as paper with a surface coat. Collector Loeb took the position that the merchandise is "paper hangings." Duty was accordingly exacted at the rate of 25 per cent. Judge Fischer holds that the contention is well taken and must be sustained. The Collector is reversed.

Government Awards

(From Our Special Correspondent.)

WASHINGTON, D. C., December 11.—The following awards have been announced by the Quartermaster's Dept on proposals opened November 13:

700 gross rubber bands, Empire Rubber Mfg. Co., \$196.

700 blank books, Universal Trading Co., \$341.

7,500 memo. blocks, D. A. Tower, \$281.25.

72 counter brushes, Greenhut-Siegel-Cooper Co., \$34.64.

500 sheets white cardboard, F. A. Branda & Co., \$14.70.

15,000 index cards, Gimbel Brothers, \$9.75.

288 pressing cloths, C. W. Jean, \$11.40.

72 ostrich feather dusters, F. S. Banks & Co., \$143.21.

100 pounds neostyle purple ink, A. B. Dick Co., \$200.

24 pounds mimeograph ink, A. B. Dick Co., \$43.20.

24 pounds rotary purple ink, A. B. Dick Co., \$48.48.

2,000 bottles muscilage, Universal Supply Co., \$89.70.

1,100 jars library paste, D. A. Tower, \$88.

4,500 cones pins, D. A. Tower, \$191.25.

552 Underwood typewriter ribbons, Remington Typewriter Co., \$101.20.

A. F. TENNILE

VENUS

PERFECT PENCILS

VENUS PENCILS

ARE MADE IN SEVENTEEN DEGREES FROM 6B, SOFTEST, TO 9H, HARDEST, WITHOUT THE SLIGHTEST VARIATION IN QUALITY.

VENUS PENCILS

MAY ALSO BE HAD WITH COPYING LEAD IN TWO DEGREES—MEDIUM AND HARD—THE FINEST COPYING LEAD MADE.

VENUS PENCILS

ARE SOLD BY ALL THE LEADING JOBBERS. WHY??

VENUS PENCILS

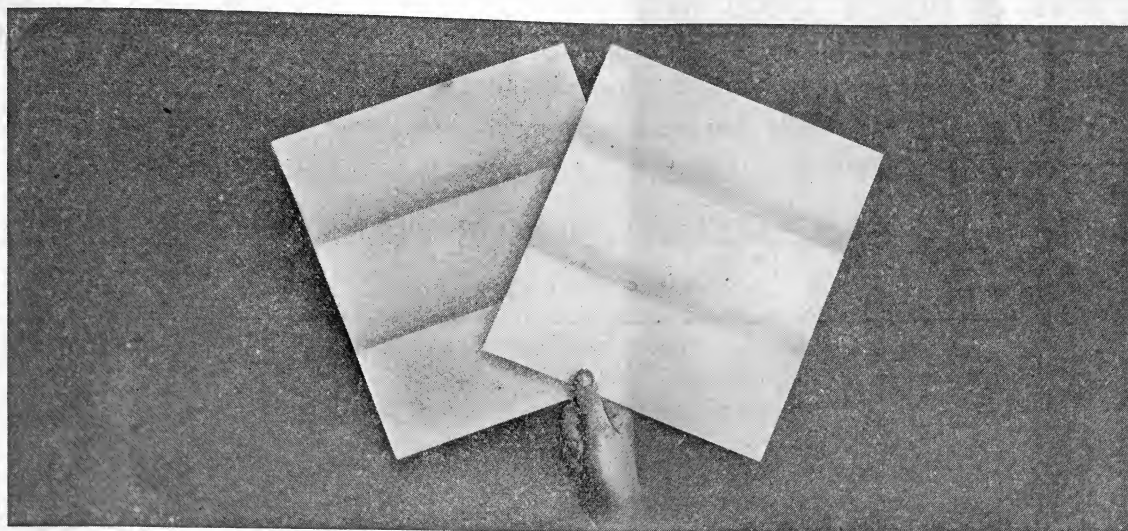
CONTAIN THE SMOOTHEST, MOST DURABLE, EASIEST ERASING AND MOST PERFECT GRADED LEAD MANUFACTURED.

VENUS PENCILS

ARE ABSOLUTELY GUARANTEED TO BE THE BEST BLACK AND COPYING PENCILS MADE ANYWHERE IN THE WORLD.

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75 WEST 4th STREET, NEW YORK
173 LOWER CLAPTON RD., LONDON, N. E.



Both Are Ten Years Old—One is Brown's Linen Ledger Paper

TEN years ago we sealed two sheets of paper in an envelope and put it in the safe. One was a sheet of Brown's Linen Ledger Paper—the other was a sheet of ledger paper claimed to be equal to ours.

We have just opened the envelope and have found that our sheet is as white and clear in color and as strong as ever. It is as good as new in every respect.

The other paper has lost strength and is yellow in color. The photographic illustration shows the difference. The other paper has deteriorated.

This is really no test at all for Brown's Linen Ledger Paper. There are tons of it made 40 or 50 years ago which to-day is as white, clear and strong as when it left our mill.

AGE never discolors or weakens Brown's Linen Ledger Paper. That is why it is used by big corporations, State and County Governments and accepted as standard by Uncle Sam.

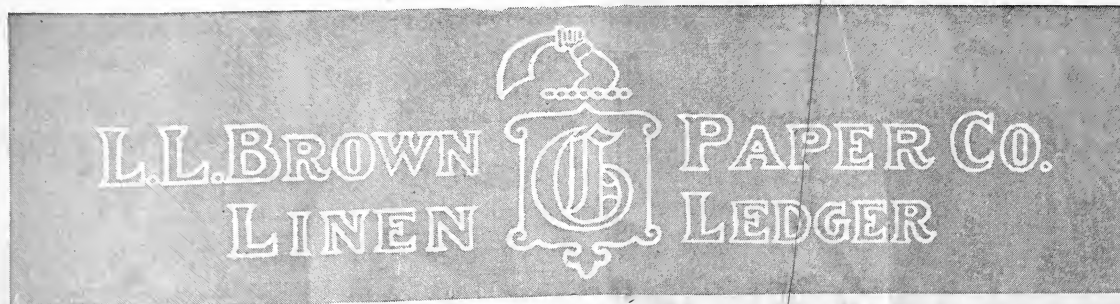
Brown's Linen Ledger Paper is made of clean, white rags. It is not bleached with strong chemicals. Chemicals weaken the paper fibre and in time weaken and discolor the paper.

Recommend Brown's Linen Ledger to your customers for particular purposes. It is the best paper for books and ledgers whose records must be preserved. Its great strength suits it to loose leaf systems and it won't tear out. Write for Sample Book.

We also make All Linen and Bond papers of the better grade.

L. L. BROWN PAPER COMPANY ADAMS, BERKSHIRE COUNTY, MASS
Established 1850

Fac-simile of watermark which appears in each sheet



A TIMELY REMINDER

MARCUS WARD'S HOLLY ANNOUNCEMENT BLANKS offer a most appropriate medium for a Christmas announcement or invitation. The spray of holly in natural colors on the first page commands instant attention and enhances the value of the printed matter on the third page.

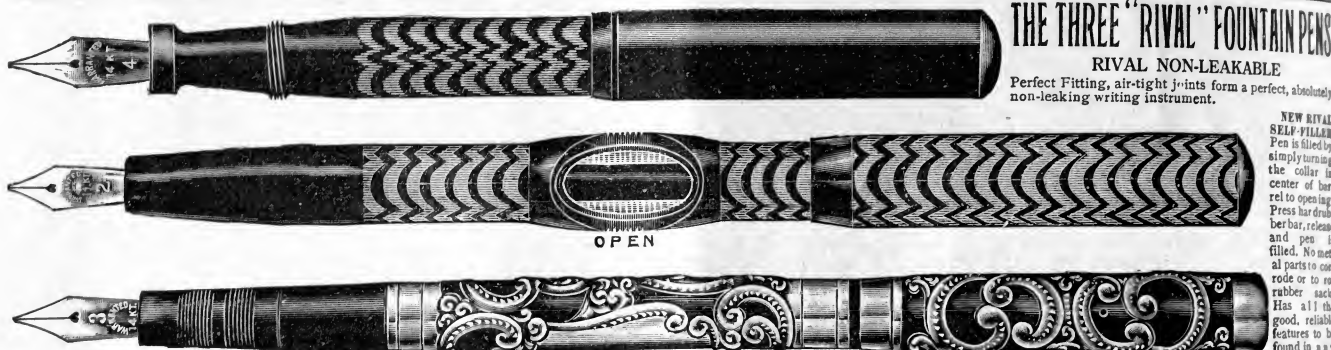
A Christmas circular sent out on a Holly Announcement blank has no waste basket circulation.

Two sizes, $6\frac{3}{8} \times 5$ and $5\frac{5}{8} \times 4\frac{1}{4}$ (folded). Envelopes to match put up in $\frac{1}{4}$ M boxes.

New York Salesroom
369 Broadway
Telephone 1763 Franklin

MARCUS WARD COMPANY
"Royal Irish Linen"


Factory and Office
116-124 Thirty-ninth Street
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Made in three sizes No. 22, No. 23, No. 24. Plain, Chased and Gold Mounted. RIVAL No. 3 with Gold or Sterling Silver Filigree Mounting, for Holiday and Fine Trade.


Export trade solicited. Catalog Illustrating our full line and giving Prices and Discounts will be sent to Dealers on request. We guarantee every pen.

D. W. BEAUMEL & CO., Office and Factory, 35 Ann St., NEW YORK



COLLINS EUREKA INK ERADICATOR

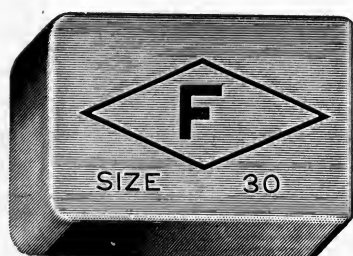
REMOVES INK FROM PAPER AND CLOTHING
Made in two sizes to retail for 25¢ & 35¢
~ AT ALL JOBBERS ~
The Collins Ink Eradicator Co. HOBOKEN, N.J.



Eberhard Faber F Red Pencil Rubber

A fine quality soft, red pencil rubber, the erasing properties of which are not excelled by any rubber.

No. 1025



Made in 5 sizes: 20, 30, 40, 60 and 80 to a box, in convenient oblong blocks.

Samples Sent on Request

Eberhard Faber - - New York

TRADE ITEMS

The Commercial Box and Envelope Company, Ltd., of Canada, a new concern capitalized at \$175,000, is erecting at Kingston, Canada, a large factory that will cover when completed four acres. Benjamin B. McFadden, president of the Commercial Envelope and Box Company, of Binghamton, N. Y., is at the head of the new company, which was organized for the purpose of taking care of the foreign trade across the line, which has shown a remarkable growth during the past few years.

The Mississippi Valley Blank Book Company, Quincy, has incorporated in Illinois to manufacture blank books; capital, \$100,000. The incorporators are: H. F. Dayton, H. A. Spensley, L. E. Emmons.

The Elbe File and Binder Company, manufacturers of the Elbe files and binders, also staples for the No. 1 Hotchkiss machine, has removed to 21 Cliff street, New York City. Telephone 3081 John.

The Sterling Typewriter Company, Newark, has incorporated in New Jersey to manufacture typewriters, etc., capital stock \$1,000,000. The incorporators are: J. T. Congleton, A. F. Slingerland and R. E. Perrine, all of Newark.

A leaky oil burner recently started a fire in the book store of James Flynn at 709 Poydros street, New Orleans, causing a loss of about \$200.

Crowds are constantly being attracted by the extremely attractive window displays at the New York headquarters of the L. E. Waterman Company. The trims are quite as effective in the more extensive Cortlandt street windows as they are in the prominent Broadway street fronting of the store, and cause one to wonder how the firm is able constantly to produce such uniformly good results. These windows of the L. E. Waterman Company must be an inspiration

to all visiting stationers to always endeavor to keep their windows in such an interesting and pleasing condition as never to fail to attract and hold the attention of passers-by.

The Allen-Bailey Toy Company, Danville, has incorporated in Illinois to manufacture labels, tags, etc.; capital, \$60,000. The incorporators are: J. J. Bailey, S. E. Allen and J. A. Bailey, all of Danville.

The United States Drinking Cup Company, Manhattan, has filed articles of incorporation in Illinois to manufacture paper drinking cups, etc.; capital, \$40,000. The incorporators are: J. Lockner, W. F. Hill, Jr., and H. Hill, New York City.

Schedules in bankruptcy of Roll & Michaelson, dealers in stationery at 4121 Third avenue, New York City, show liabilities, \$2,847, and nominal assets, \$1,119, consisting of stock, \$850; fixtures, \$75; cash, \$27; accounts, \$245, and fire insurance, \$2.

R. M. Copeland, Jr., has opened a novelty store at 570 Salem street, Malden, Mass.

Armor's Old Book Store, in South Court street, just off of Market, for many years a landmark, at Harrisburg, Pa., has been sold to the Lancaster Mail Order House, of Lancaster, Pa., who will continue the business at the same location.

A connection of the American Pulp Company has taken the upper part of the Carter Press factory at Danvers Highlands, Mass., and installed machinery for the manufacture of stencils for addressing machines and other paper and pulpboard specialties.

The Pomeroy Ink Company, 218 Railroad avenue, Newark, N. J., is preparing a new catalogue, which will be ready for distribution about the first of the new year. The catalogue will be illustrated throughout, showing the complete line of goods manufactured by the company, such as

writing inks, mucilage, paste, sealing wax, etc., etc. The catalogue will be sent to any dealer upon request, and by writing for it now he will be certain to get it as soon as it is issued.

John L. Tapley, who has for the last eight or ten years been connected with an envelope company in the Middle West, as manager and salesman, has associated himself with the Columbus Envelope Company, of Columbus, Ohio, and Indianapolis, Ind. He will have charge of the sales of these two factories, succeeding W. B. Emerson, who has been elected secretary and general manager of the Columbus Envelope Company. The company has found it necessary to enlarge its Columbus factory to nearly double its former capacity within the last year, and to establish a branch factory at Indianapolis.

The Union Card and Paper Company, 45 Beekman street, New York, is distributing to the trade its price list No. 38, fully describing and pricing the many lines carried, in a convenient form. The various sections are effectively tabbed for easy, quick and handy reference.

The Knapp Company, Inc., Manhattan, has filed articles of incorporation in Illinois to do printing and to manufacture color prints, art work, reproductions, etc.; capital, \$600,000. The incorporators are: W. P. Ten Eyck, R. B. Burgess and J. S. Campbell, New York City.

The annual election of the Berkshire Hill Paper Company was held at their offices in Zylonite, Mass., last week. The reports for the past year were read and showed excellent business advancement and a satisfactory condition of affairs. Noble B. Turner was elected vice-president to succeed the late John P. Pomeroy, of Great Barrington. The officers of the company are: President, Fred R. Shaw; vice-president, Noble B. Turner, Housatonic; treasurer, Henry

Give Your Customers Goods of Distinctive Quality

if you would hold them. The people who insist upon this class of goods never question the price. Your reputation as a merchant depends upon your ability to satisfy this inclination on their part for stationery of character and dignity.

Hurd's Fine Stationery, the stationery of gentility and exclusiveness, will naturally appeal to persons of refined tastes.

Why not sell the line which gives such satisfaction and yields such steady and generous profits?

If you need visiting cards in a hurry, we are prepared to ship them. Hurd's Extra Superfine is the acknowledged standard.



GEORGE B. HURD & CO.
Fine Paper Makers

425 and 427 Broome Street, New York, U. S. A.

**WE MAKE THE
BEST THAT CAN BE
MADE AND SELL
TO DEALERS ONLY**

L. Harrington; clerk, Frank R. Harrington; directors, the officers and Eugene Bowen, Cheshire; W. Taylor Day, Great Barrington, and Herbert N. Shaw, of Manchester, Vt.

T. L. Eckel, bookseller and stationer, at Fulton, Cal., has sold out to F. E. Lauman.

Sissel & Stahl are just opening a book and stationery store at Greenfield, Ia.

A. C. Johnston has purchased the book, stationery and news business of Bennett & Co. at Ida Grove, Ia.

The Jaques-Southworth Company has opened a beautifully fitted up store in the Sharp building on Main street, Lafayette, Ind. The company deals in books, stationery, art novelties, etc.

Schedules in bankruptcy of W. W. Hinton & Co., stationery and toys, at Nyack, N. Y., show liabilities of \$6,910 and assets of \$2,025.

Judge Hand has dismissed the petition in bankruptcy filed on November 9 against Calil Abraham, dealer in notions, at 66 Washington street, New York City, on a settlement at 20 cents on the dollar cash.

The William Mann Company, the well-known stationery firm of Philadelphia, is sending a new form of memorandum calendar pad to its customers, with the following explanation: "As the weekly memorandum

calendar pad, with detachable cover, that we have put out with our compliments the past few years, did not prove as satisfactory as we had expected, we have changed its form for 1912. The new pad does not require any cover, and we hope you will find it more convenient and serviceable than the old. Accept it with our heartiest, best wishes. William Mann Company."

The L. E. Waterman Company is sending its numerous customers a little card with the compliments of the season thus happily expressed: "We feel that the closing months of 1911 should not pass without some expression, from us, of our gratification over the cordial relations we have had with you. At this season of the year, therefore, we desire to convey, with our appreciation of these relations, the coming season's wishes for your health, happiness and prosperity. L. E. Waterman Company."

J. H. Sanders & Bro. announce that they will open a book store and news stand at Campbellsville, Ky., in a few days.

E. H. Tiley has succeeded J. M. Black in the drug, book and stationery business at Crawfordsville, Ark.

V. E. Hardin, formerly of Wells & Hardin, has formed a partnership with E. F. Gallant in the book and stationery business at Delaware, O. The new firm will be known as Hardin & Gallant.

Turner Stanton, for many years manager of the Hotel Gorman news stand, has opened a book and novelty store at 999 Mack avenue, Detroit, Mich.

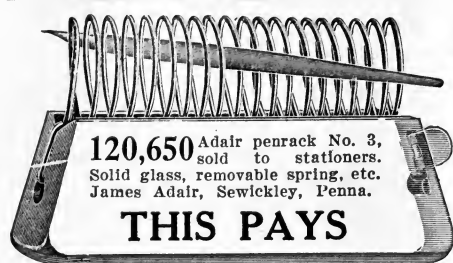
Wilkinson Brothers, booksellers and stationers, at Edison, Wis., have dissolved. The business is continued by M. E. Wilkinson.

Rival Pen Makers Busy

D. W. Beaumel & Co., manufacturers of the well-known "Rival" fountain pens, at 35 Ann street, New York, are becoming increasingly busy at the close of what throughout has been an exceedingly busy and prosperous year. The business in all the territory covered by the firm has shown a much gratifying expansion, and several important connections have been arranged, to become effective with the New Year, that with current business will cause the ensuing twelve months to be banner ones for the firm, to say the least.

Fountain Pens Stolen

The book and stationery store of W. H. Stanage & Co., Pearl and Walnut streets, Cincinnati, O., was entered by thieves some time during the night of December 7 and among other things a large number of Waterman Ideal and Conklin fountain pens were stolen. The concern has notified the manufacturers of the pens, and the police of



Acme Plate

Portable Blackboards

DEALERS:

Send today for our new 120 Page Catalogue "F G" a complete directory of Blackboards and School Supplies



Sample of our ACME PLATE free on request. Made in black and green.

Adopted by U. S. Government. 120,000 ft. recently shipped to Philippines.

The world's largest Manufacturers of Blackboards and School Supplies.

American Seating Company

218 S. Wabash Ave., Chicago

CRAYOLA
GOLD MEDAL
EIGHT COLORS
SCHOOL CRAYONS
FOR EDUCATIONAL COLOR WORK.
MANUFACTURED BY
BINNEY & SMITH CO.
NEW YORK, PARIS.

AT
The Head
OF ALL
GOOD CRAYONS
MADE BY
BINNEY & SMITH CO
81-3 FULTON STREET
NEW YORK

"DUREL"
HARD CRAYON
FOR
Sketching, Designing
and
General Color Work.
EIGHT COLORS
Manufactured by
BINNEY & SMITH CO.
NEW YORK, PARIS

RUBENS
ARTISTS CRAYON
The Rubens Crayons are the most perfect for all artistic work.

SAMPLES AND PRICES
ON APPLICATION

various cities, as well as THE AMERICAN STATIONER, has been supplied with a list of the pens taken. The list covers 91 Conklin pens, valued at \$450, and 63 Waterman Ideal pens, valued at \$346.

Big Sale of Cards and Games

The Standard Playing Card Company, Chicago, has been enjoying a fine business this year on its playing cards and games. All of the brands of playing cards, such as the firm's "Bank Note," "Society," "Radium," etc., have showed a nice increase in sales, while its standard games, such as "Chantecler," which is now in its second season and enjoying unusual popularity; "Bunco" and "Some'r Set" are meeting with great favor, and the dealers are reordering steadily. A fine Christmas business will be done on all of these games. "Bunco," which has been on the market now five years, is having the best selling year in its history, except when it was first put on the market.

Miss Logan's Engagement

Mayor and Mrs. James Logan, of Worcester, Mass., announce the engagement of their daughter Ruth to James Gibson Taylor, eldest son of Mrs. George Taylor, of New York, formerly of Springfield and Holyoke. Mr. Taylor is president of the Taylor-Burt Company and Advertisers' Paper Mills Company, of New York and Holyoke.

OBITUARY.

J. T. STAVELY.

J. T. Stavely, representing the Chas. H. Elliott Company, of Philadelphia, died at his home in that city on Monday of this week. Mr. Stavely was a man of about 45 years of age, and for the past four years had traveled the New England territory for the Elliott Company. He was a man who won the confidence of the trade upon whom he called and had many friends in it, all of whom will regret his untimely end.

High Prices for Books

A collection of valuable books, the property of the late Judge Bacon, was sold at Sotheby's, London, England, on Monday of this week. Burette's History of France, in two volumes, with numerous full page and other illustrations by Jules David, bound in half morocco, published in 1840, sold for \$300.

Plato's Dialogues, translated into English with analysis and introductions by Prof. Jowett, published at Oxford in 1875, sold for \$225.

J. C. Brunet's "Manuel du Libraire" brought \$100.

An account of the explorations of the Nile by Sir S. W. Baker fetched \$60.

The Life and Letters of Charles S. Keene (of Punch), by G. S. Layard, went for \$175.

The dramatic works of Thomas Heywood brought \$100.

Wittke Family Grows

Cards announcing the birth of a son in the home of Mr. and Mrs. Wellington Cooper Wittke, of Summit, N. J., are being sent out. The happy event took place on November 26, and the young man has been named John Mills Wittke. Mr. Wittke is secretary of the J. G. Shaw Blank Book Company, 261 Canal Street, New York, of which concern his father is president. There is a decided festive air in the entire Wittke family over the advent of the new member, and while it has not been quite determined whom he resembles, one and all proclaim him IDEAL.

There is something new in your line that you don't know about. People are buying it elsewhere in town. Why not from you?

DESK PADS

When you buy them be sure you are getting the best. They are the most profitable. Buy of the man who makes a specialty of them—it's a guarantee for the quality—Prices no higher than the best materials and a good profit to the dealer require.

Send for catalog.

I. SMIGEL, Mfr. 166 WILLIAM STREET NEW YORK

Continuously on the Market for Twenty-one Years



THE HIGHEST STANDARD OF BUSINESS STATIONERY

Eaton, Crane & Pike Company
PITTSFIELD, MASS.

New York Office, Brunswick Building, 225 Fifth Ave.



Novelties for the Trade

DRYSDALE VALENTINE LINE

The Drysdale Company, of New York and Chicago, is now starting to push its valentine line vigorously. There are a great many beautiful numbers, and each one shows considerable originality, which is characteristic of the Drysdale Company's product throughout.

This valentine line will retail at two for 5 cents, and from 5 to 25 cents each. The company has also just added nine new subjects to their "Dutch" post cards—this



makes fifteen in all. Two new birth announcements, "It's a Boy" and "It's a Girl" are now ready. The Drysdale Company invites correspondence from all dealers interested, and wishes to announce that its complete Easter line is now ready for inspection. Stationers will do well to get samples of the Drysdale goods. The firm's Chicago offices are at 209 South State street and the New York offices are at 41 West 36th street.

NOVEL LOOSE LEAF DEVICE

The Stationers' Loose Leaf Company, of Milwaukee and New York City, is offering loose leaf book binders, manufacturing stationers and printers, a novel and practical equipment for the manufacturer of sectional post metals.

This is the firm's new line of semi-ready end lock sectional post metal fixtures, consisting of a newly designed tubular top and bottom case with the locking mechanism complete and ready for operation inserted in the upper case. These cases are so constructed that they can be cut down to any desired length, or sheet size, drilled for any center to center, and fitted with posts of any desired diameter.

For the completing of these semi-ready metals in the local dealer's own workroom, a drilling and assembling outfit is supplied at a very nominal price. This outfit consists of a strong and serviceable drill press, together with the required drills, scales, punches, dividers, hammers, etc. Complete

instructions are supplied with each outfit so that the work required can be done in very little time.

The advantages of this equipment are readily manifest in that its installation will greatly reduce the length of time heretofore required to procure these specials from the factory, and will also eliminate prohibitive transportation charges on small quantities. With this semi-ready equipment the local dealer is in a position to make deliveries on orders for specials complete within a day or two. A complete circular describing this equipment, together with prices on the outfit, is ready for mailing to those who may want further information.

THE HERROLD PEN HOLDER

A penholder which would successfully eject a pen without soiling the fingers has long been sought, and the public no doubt will be pleased to know that this want has now been filled. William C. Herrold, of Wheeling, W. Va., recently succeeded in inventing a penholder which accomplishes this result in an absolutely satisfactory manner. It consists of a handle having a tubular pen bearing section fitted thereto. Pivoted in this pen bearing section is a lever which forms a pen holding clamp. The lever is normally held in clamping relation to the pen point by means of a spring, and may be operated against the influence of such spring to simultaneously effect the release and ejection of the pen point. Additional particulars may be obtained from Mr. Herrold at the address mentioned.

A DUST-PROOF SHELF PAPER

The Tuttle Press Company, of Appleton, Wis., manufacturers of crepe paper, paper napkins and specialties, is putting on the market a new dustproof shelf paper. This is a highly finished, white-coated paper, put up in rolls 13 inches wide and 21 feet in length. It is claimed by the manufacturer for this paper that it can be wiped and cleaned on the shelves indefinitely, and does not have the grimy appearance which the ordinary shelf paper has.

The company also announces that it is now working on its line of box covering paper and holly wrapping papers for next year, and some beautiful designs will be presented to the trade for the first time.

AN ITALIAN WAR PICTURE

The accompanying illustration shows in reduced form an extremely up-to-date picture representing the Italian army invading Tripoli in the early days of the



CONFIDENCE

Last week we received the first letter in the firms existence which showed a doubt as to the genuine service we gave the trade. That customer later confessed that he had jumped at conclusions and was mistaken. We did not grow to be the largest manufacturers of Carbon Paper in the world by mere talking about quality and service—we give it and we have the confidence of our customers because we work hard to get it and to keep it.

Manifold Supplies Co.

A. L. FOSTER, Pres.

O. G. DITMARS, Vice-Pres.

**180 THIRD AVENUE
BROOKLYN, N. Y., U. S. A.**

You are always sure of a satisfied customer and a good profit when you sell

GIBSON TALLY CARDS

BRIDGE, FIVE-HUNDRED SCORE, PLACE
CARDS, ETC.

The Gibson Art Company, Cincinnati

The Miehle
The Miehle
The Miehle
The Miehle

High-Speed, Four-Roller, Front Delivery, Table Distribution Book and Job Press. Made in eleven sizes, from 26 x 36 to 48 x 65. Built to do the finest class of printing. Specially adapted for half-tone work both in black and in colors. It is the standard flat-bed press of the world to-day, as the producer of a greater quantity and finer class of work than any other press.

High-Speed, Two-Roller, Front Delivery, Table Distribution Book and Job Press. Made in six sizes, from 30 x 42 to 45 x 62. This press is designed for a little cheaper class of book and job work than our Four-Roller, differing only in the number of form rollers, having two instead of four; otherwise it is similar in all its other features, and is faster.

High-Speed, Two-Roller, Rear Delivery, "Rack and Pinion" Distribution Job and News Press. Made in five sizes, from 30 x 42 to 43 x 56. Its method of distribution is "rack and pinion cylindrical" instead of "table." The class of work to which it is more especially adapted is newspaper and poster work. Felt packing used. It is very fast.

High-Speed Pony Press. Two-Roller, Rear or Front Delivery, "Rack and Pinion" or "Table" Distribution. Made in two sizes, 25 x 30 and 26 x 34. This press has a well-earned reputation for remarkable speed and the superior quality of work it does.

OUR SHEET DELIVERY, which delivers the sheet PRINTED SIDE UP OR DOWN, as may be desired, we put on all our presses, with the exception of the "Job and News" and the smaller sized "Pony." This adds but little to the cost of the press to the purchaser and is a great convenience.

FOR PRICES, TERMS AND OTHER PARTICULARS ADDRESS

MIEHLE PRINTING PRESS & MFG. COMPANY

CHICAGO, ILLINOIS, U. S. A.

Main Office and Factory:
14th and Robey Sts.

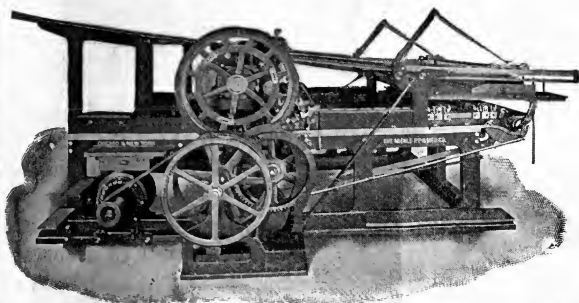
South Side Office:
326 South Dearborn St.

New York Office: 38 Park Row
Boston Office: 164 Federal St.
Philadelphia Office: Commonwealth Bldg.
San Francisco Office: Williams Bldg.
Dallas, Texas, Office: Juanita Bldg.

Paris Office: "Societe Anonyme des Presses Typographiques Miehle, 7 Rue Laffitte, Paris, France."

Berlin Office: "Miehle-Druck-Pressen G. m. b. H." 16 Friederichstrasse, Berlin Germany.

"Herm Stoltz & Co., Avenida Central, Rio de Janeiro, Brazil."



present Turko-Italian war. The picture is a specially effective piece of work, being lithographed in natural and very brilliant colors on shiny paper measuring 19 by 25 inches. The retail price is 25 cents each, with a good discount to the dealer. As

showing a new quick action telephone index and note tablet, to attach to desk telephone, which is represented in the accompanying illustration. It is full nickel plated, with base to write on, 3 x 3 3/4 inches, and contains a continuous roll of paper with

STAMP ASSORTMENT

The "Crown" assortment of rubber stamps, which is represented in the accompanying illustration, is one of the good new things shown by the Frank A. Weeks Manufacturing Co., 93 John street, New York,



Copyright, 1911, by Joseph Koehler, 150 Park Row, New York.

PICTURE OF ITALIAN ARMY INVADING TRIPOLI.

showing just how this picture appeals to the people among whom it is intended for circulation, it may be mentioned that three large editions have already been sold, and the demand is increasing faster than it can be conveniently supplied. The picture is published by the well-known house of

adjustable index for placing name, exchange and number on. It is very convenient for one who has considerable personal or business calls. You do not have to continuously look up the telephone book. It is said by numerous experts to be the best telephone index on the market. The retail

price is \$1, with liberal discount to the trade. The assortment consists of twenty-four of the most commonly used rubber stamps, such as, "Paid," "Please Remit," "Rush," "Duplicate," "C. O. D.," etc., etc. The stamps are put up on a rack with easel arrangement so that they may be displayed



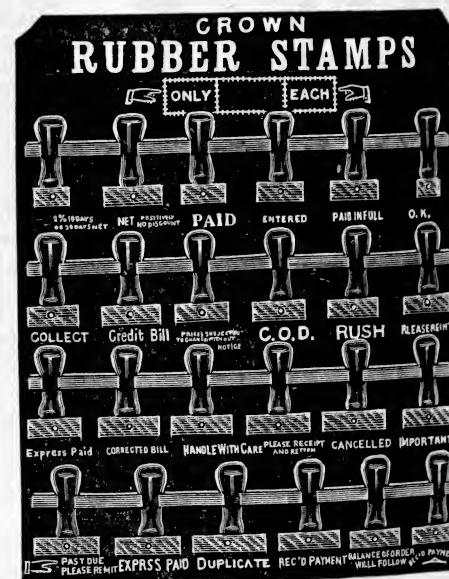
Joseph Koehler, Inc., 150 Park Row, New York, by whom it has been copyrighted and who will vigorously protect all their rights in it.

QUICK ACTION TELEPHONE INDEX.

The Tower Manufacturing and Novelty Company, 306-308 Broadway, New York, is

price is \$1, with liberal discount to the trade.

Don't try to get away from the obstacles that confront you; meet them, fight them, overcome them. The success of the last conquest will help you with the next, will develop you and strengthen you.



to advantage on the counter or elsewhere in a prominent place about the store. The retail price of the stamps is 10 cents each.

Education is not the result of a course of study. It's the result of a course of experience.

Unfortunately ambition and ability are not comrades.

The "Perfect" Clip

Here it is, if you are looking for a substantial, convenient paper clip.



It can also be used for various purposes, namely, as to the hanging up of ladies' skirts, men's trousers, stiff hats, etc.

WHEN ONCE ADOPTED, NEVER DISCARDED.

Manufactured by

AMERICAN CLIP COMPANY

366 Girard Ave.

New York

EUREKA EYE SHIELD

SAVE YOUR
BREAD WINNERS

The Eureka
Eye Shade
protects the eye
on all sides. Made of Green Cel-
luloid, neatly bound. Costs 25c
each. Sold by all dealers. Manufact-
ured by Chicago Eye Shield
Co., 128 So. Clinton St.
Chicago, Ill.

SEMI-READY (ENDLOCK) METALS SECTIONAL POST WITH DRILLING AND ASSEMBLING OUTFIT

The **Semi-Ready** is a sectional post metal fixture which we supply undrilled and so constructed that it can be cut to any length, drilled and posts set to any desired gauge.

The Drilling and Assembling Outfit is complete with every tool necessary for the work.

With this equipment you can make your metals **any length, any post diameter, any center to center.**

Ask for circular and prices.

Stationers Loose Leaf Co.

"SELLS TO THE TRADE ONLY"

203 Broadway
NEW YORK CITY

346 Broadway
MILWAUKEE, WIS.

**ROYAL
COMPOSITION
BOOK**

OSBORN TABLETS

MANUFACTURERS OF ROYAL SCHOOL LINE

OUR 1912 LINE IS NOW READY.

We offer an extensive line of Tablets, Compositions, Note Books, Pads, Correspondence Paper and Pencil Tablets.

Our papers and covers are the most attractive ever shown the trade.

Independent of other factories we are offering Big Values and our enlarged factory facilities will enable us to render prompt service.

We invite you to investigate our line which our traveling representative will be glad to show you.

Address all inquiries and correspondence to factory.

OSBORN PAPER CO., Marion, Ind.

New York Office, W. V. Darling Co., 369 Broadway. Chicago Office, Theo. H. Newbauer, 1420 Republic Bldg.

NEW COMMITTEES

(Continued from page 3.)

PENS AND PENCILS.

R. B. Sanders, chairman, F. W. Roberts Company, Cleveland; Eberhard Faber, New York City; J. M. Goldstein, Burrows Bros., Cleveland.

LOOSE LEAF DEVICES.

Chas. H. Langbein, chairman, Kurtz, Langbein & Swartz, Pittsburgh; Chas. H. Clough, W. G. Johnston & Company, Pittsburgh; W. D. Bevin, Boorum & Pease Company, New York City.

LEATHER GOODS AND NOVELTIES.

Lansing G. Wetmore, chairman, Scrantom, Wetmore & Co., Rochester, N. Y.; M. E. Heise, Langfeld Bros. Company, Philadelphia; Edward Denny, Otto Ulbrich Company, Buffalo.

RUBBER STAMP GOODS.

Amedee Peting, chairman, Geo. D. Barnard & Company, St. Louis; Wm. J. Kennedy, Kennedy Stationery Company, St. Louis; Gus. A. Meyer, Jr., Meyer & Wenthe, Chicago.

MISCELLANEOUS ITEMS.

W. J. Youmans, chairman, The W. B. Carpenter Company, Cincinnati, O.; Chas. S. Cooke, Cooke & Cobb Company, Brooklyn, N. Y.; E. Y. Horder, Horder's Stationery Company, Chicago, Ill.

STANDING COMMITTEES
FOR 1911-1912.

NATIONAL CATALOGUE COMMISSION.

Fletcher B. Gibbs, chairman, Shea Smith & Company, Chicago; Robert D. Patterson, Buxton & Skinner Stationery Company, St. Louis; James A. Dorsey, Dorsey Printing Company, Dallas; Charles A. Stevens, Stevens Maloney & Company, Chicago; Fred C. Bazley, Geo D. Drake & Company, Detroit.

GRIEVANCE COMMITTEE.

Mortimer W. Byers, chairman, 41 Park row, New York City; Frank D. Waterman, L. E. Waterman Company, New York City; Theo. L. C. Gerry, Gerry & Murray, New York City.

RESOLUTIONS COMMITTEE.

Chas. A. Lent, chairman, Brown, Lent & Pett, New York City; Chas. A. Stevens, Stevens, Maloney & Company, Chicago; W. J. Coane, Jos. Dixon Company, Philadelphia.

CONVENTION.

Chas. E. Moyer, chairman, Moyer Stationery Company, Omaha, Neb.; F. J. Ellick, Omaha Printing Company, Omaha, Neb.; Chas. H. Shields, Blade Printing & Publishing Company, Toledo.

PROGRAMME.

Ralph S. Bauer, chairman, R. S. Bauer Company, Lynn, Mass.; Clarence M. Smith,

Smith & Thompson, New York City; Henry S. Hutchinson, New Bedford, Mass.

CREDENTIALS.

H. E. Von Wedelstaedt, chairman, H. E. Von Wedelstaedt Company, St. Paul, Minn.; Oscar J. Besser, Buffalo; C. S. Severson, St. Louis; E. D. L. Sperry, Brown, Treacy & Sperry Company, St. Paul; Chas. J. Stromberg, Stromberg, Allen & Co., Chicago.

STANDARDIZING.

Robert D. Patterson, chairman, Buxton & Skinner Stationery Co., St. Louis; Ralph B. Wilson, C. S. & R. B. Company, Chicago; Lansing G. Wetmore, Scrantom, Wetmore & Company, Rochester, N. Y.

YEAR BOOK.

John C. Adams, chairman, Adams & White Company, Buffalo; Harry J. Williams, Millington Lockwood, Buffalo; Henry C. Weiler, Buffalo News Company, Buffalo.

FOREIGN RELATIONS.

Abner K. Pratt, chairman, J. L. Fairbanks & Company, Boston; Chas. F. Dawson, Montreal; George C. Whittemore, Thos. Groom & Company, Boston.

CARBON PAPER AND INKED RIBBONS.

E. D. L. Sperry, chairman, Brown, Treacy & Sperry Company, St. Paul; A. H. Barkerding, Mittag Volger, Park Ridge, N. J.; A. Schooley, Schooley Stationery Company, Kansas City.

TRAVELING MEN'S NIGHT.

Sam Mayer, chairman, Jos. Dixon, Crucible Company, Chicago; Wm. Rodiger, Sanford Manufacturing Company, Chicago; A. W. Williams, Eberhard Faber, Chicago.

SPECIAL COMMITTEE FOR ONE YEAR.

To report to 1912 Convention concerning the competition between manufacturers, jobbers and dealers in reference to the selling of pens and pencils to the consumer.

Eberhard Faber, chairman, New York City; L. A. Hawkes, C. Howard Hunt Pen Company, Camden, N. J.; D. A. Tower, Tower Manufacturing & Novelty Company, New York.

To Build Stencil Factory

James H. Matthews & Co., manufacturers of and dealers in stencils, stamps and kindred goods, have brought from the Nicola Land Company 60 by 135 feet at Forbes street and Pennant place, Oakland, Pa., and on the lot the company will build a four-story fireproof building for its own use, the ground and building costing together \$140,000. The building is being designed by Rutan & Russell and is to be exceptionally attractive, the exterior to be of terra cotta and light colored brick, trimmings to be bronze, emblematic of the character of the goods produced by the factory. The building will be almost directly opposite the Hotel Schenley.

Value from Trade Papers

No selling campaign, having for its object the wide distribution of goods, was ever successfully planned without including trade papers as a medium for securing the friendly interest of the dealer, says The Manufacturing Jeweler. Of all the various avenues of approach, save alone the personal contact, the live trade paper is the straightest, the most level, and is altogether the pleasantest way to travel. It is the direct and private wire between manufacturer and dealer, always open for quick transmission of any message of mutual interest, without attracting the attention of the consumer.

The jewelry trade, with one or two exceptions, has never attempted to reach the consumer over the heads of dealers. That the established custom has been successful there is plenty of evidence, while campaign tactics following those of food products and ready made clothing, are as yet largely an experiment. Any method of distribution which leaves the retail jeweler out, or which curtails his independence and limits his judgment has a weak link in its chain. The manufacturer who gets closest to the dealer, by showing a friendly interest in his prosperity, whose goods are always up to standard, and whose business methods are such as to build up an enviable reputation, is the one whose trade is based on a firm foundation and is not rocked by every wind that blows.

In the use of the trade paper these relations are most readily established. To the wide-awake dealer, the live trade paper serves up the food elements of his business smoking hot, condensed, predigested and in a form readily assimilated by the busy man. Its news columns contain no unnecessary verbiage; the happenings of interest to the trade are boiled down to solid facts which will stand the acid test. The advertising which it carries is of intense value to him in its presentation of new designs, its statements of quality and its services as a directory of makers and distributors of the various lines composing his stock.

He looks to his trade paper for advance information, for news on the betterment of trade conditions; he expects its assistance in the extension of clean merchandising and in upholding high-grade policies. The paper in which he gets what he expects is the best mutual friend through whom to obtain an introduction.

An expert from the factory of the Onoto Fountain Pen Company is now with J. & C. N. Thomas, jewelers, at 22 Broughton street, west, Savannah, Ga., holding a demonstration of the pen which is pushed and sold by the firm. The demonstrator goes into details in regard to the pen, shows its construction and the simplicity of its operation.

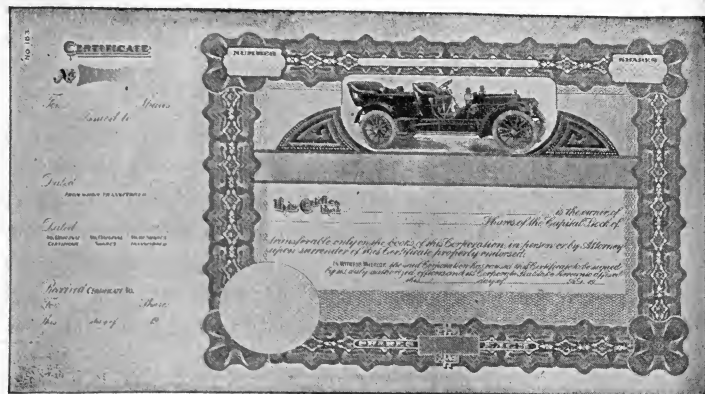
Every
Stationer and
Printer
should
have
them.

GOES

Established 1879

CHICAGO.

Originators
and
Producers of
The Blanks
of
Quality.



Reduced fac-simile of one of our 151 styles of Stock Certificates.

Lithographed Stock Certificates and Bond Blanks

The finest and most complete line on the market.

151 Styles of Stock Certificates, suitable for every industry and more to follow.

19 Styles of Bond Blanks for municipalities and corporations.

10 Styles Diploma Blanks for Colleges, High and Public Schools.

2 new Styles First Mortgage Real Estate Notes.

Let us figure on your next order for anything special in the line of Posters, Hangers, Show Cards, Labels, Color and Commercial Lithographing of any description.

We aim to serve the Stationer and Printer.

Send for samples and prices.

1912 Calendar Pads, 72 styles and sizes.

Original and artistic designs.

GOES LITHOGRAPHING CO. CHICAGO

WM. F. KROHMER, President

61st and Clark Sts.

WE LITHOGRAPH FOR THE TRADE

Address Dept. A. S.

MARGUERITE No. 130. MARGUERITE No. 130. MARGUERITE No. 130. MARGUERITE No. 130. MARGUERITE No. 130. MARGUERITE No. 130.



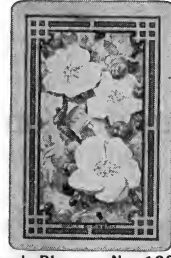
Clover Back No. 1301.



Rose Back No. 1302.



Thistle Back No. 1303.



Apple Blossom No. 1304.



Iris Back No. 1305.



Tulip Back No. 1306.

No. 130 MARGUERITE PLAYING CARDS

TWELVE DAINTY
FLORAL DESIGNS
IN
NATURAL COLORS

GOLD EDGES—WHIST SIZE

"LINOID" OR SMOOTH FINISH

THE MOST
ATTRACTIVE LINE
OFFERED

WRITE FOR SAMPLES

A. DOUGHERTY

139-141 FRANKLIN ST., NEW YORK CITY

MARGUERITE No. 130. MARGUERITE No. 130. MARGUERITE No. 130. MARGUERITE No. 130. MARGUERITE No. 130. MARGUERITE No. 130.



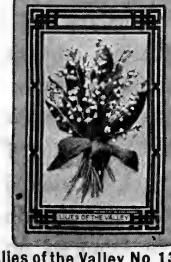
Cherries Back No. 1307.



Poppy Back No. 1308.



Hydrangea Back No. 1309.



Lilies of the Valley No. 1310.



Orchid Back No. 1311.



Golden Rod Back No. 1312.

THE AMERICAN STATIONER

ESTABLISHED 1874

DEVOTED TO THE INTERESTS OF THE

Stationery and Fancy Goods Trades

PUBLISHED EVERY SATURDAY

BY THE

LOCKWOOD TRADE JOURNAL COMPANY

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C. H. JONES, President. L. E. JONES, Secretary.
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THE AMERICAN STATIONER is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

Its bona-fide circulation is more than twice as large as that of any other stationers' journal in the United States.

The American-Hawaiian Paper and Supply Company, Honolulu, writes: "Your publications are essential to our business. We are over 5,000 miles from the market, still they keep us in touch with matters."

ENTHUSIASM BEHIND THE COUNTER

We see clerks behind the retail stationery counter occasionally, who are the pink of politeness, who has wonderful knowledge of the little details of the business, and who have an abundance of activity and energy, and yet who fall short of attaining any particular measure of success, simply because they are lacking in enthusiasm for their calling.

There are some persons to whom the quality of enthusiasm in business comes more spontaneously than it does to others, but there is no person of average ability who cannot cultivate the quality of enthusiasm to a considerable degree.

Enthusiasm can and should be made one of the chiefest qualities of expert retail salesmanship. There is a practical, everyday enthusiasm, which is something quite different from the rah! rah! rah! boisterous enthusiasm of the college boy, or the highly wrought nervous energy which

leads a man to shout himself hoarse at a baseball game or a football match.

But it is just as earnest and just as forceful, in its way, even if it is pitched in a somewhat lower key. The kind of enthusiasm that counts in the retail stationery business shows itself in the respect that a good salesman has for good merchandise. It carries with it from the clerk to the customer a conviction that the merchandise is going to make good.

This is the sort of enthusiasm that compliments and re-enforce any favorable opinion that the customer may have already formed as to certain goods, and creates the incentive for the prompt completion of the purchase, which the purchaser is already inclined to make.

The manifestation of the right sort of enthusiasm on the part of the clerk, will oftentimes induce the customer to buy a large quantity when he had intended to buy only a small lot of goods.

And, better still, it is entirely within the possibilities that a display of the right kind of enthusiasm on the part of the man behind the stationery counter will infect the customer with an enthusiastic regard for that particular store so that he will go a little out of his way to trade there in the future, and will become a sort of walking advertisement for the place, recommending his friends to trade there too.

STUDY WINDOW DISPLAYS

The stationery store clerk who doesn't study window displays is taking only an indifferent sort of interest in the business, and it is up to him to turn over a new leaf in this respect.

The really wide-awake clerk ought to be able to look over each new display as it is installed with such care that he will be able at any time to form a mental picture of that display, and recall instantly the various goods that it contains.

Furthermore, the wise clerk will study the effects of the different displays in causing a demand for the goods exhibited, and try to analyze and study out for himself the reasons why one window display is successful in largely increasing the demand for the goods, while another display fails to produce equally good results.

In fact, he should give so much attention and thought to this that he can recall after a lapse of many weeks the salient points of any particular window display,

and whether it produced good, fair or indifferent results in the way of increasing sales.

THE HABIT OF INDUSTRY

Don't make the mistake of thinking that there is anything that can take the place of industry in making a success of your career. The habit of industry and application in a man behind the counter in a retail stationery store will always make for efficiency, and the man who has that habit will oftentimes go farther than the man who has many other advantages at the outset, but yet lacks industry.

No amount of natural ability and education can carry the man who is steadily indolent to the goal of business efficiency, while the man who possesses only ordinary ability, and who may be largely lacking in the matter of education, can accomplish wonders if he has the persistent habit of industry.

ROUNDABOUTS

BY THE TRADE LOUNGER.

The most singular document among the 750,000 wills on file in the Suffolk registry has just been placed there after a journey of 13,000 miles from China. It winds up the affairs of the estate of Lee Houe, a one-time Boston merchant, who was killed in a railway accident while returning from a visit to China. The will is inscribed on a sheet of yellow tinted rice paper two feet long and two feet wide. It consists of several columns of Chinese hieroglyphics and an English translation, accompanied by the certificate of identity of Lee Houe's wife and son, and also their receipt for \$20,000, the widow's share of the estate. Photographs of the wife and son are pasted in the upper right-hand corner. On another paper is the finger print of the widow, used in lieu of signature. The widow's certificate was sworn to before Li, acting magistrate of the Hain Ning district, who signs himself as an official "with brevet rank of sub-prefect, and privileged to wear the single-eyed peacock feather."

A \$40,000,000 baby's taste for toys is about the same as that of other babies in well-to-do families. This was proved by the visit of Mr. and Mrs. Edward McLean, of Washington, D. C., whose three-year-old son inherited the millions of his grandfather, Thomas A. Walsh, a Denver mining man. The parents of the wealthy youngster came to Chicago to do the baby's Christmas shopping. In the list of toys selected were a hobby horse with a long tail, a set of building blocks, an especially noisy drum, and an automatic bug that winds up.

TRIM BACKGROUNDS

**A Necessity to Modern Show Windows—
Their Use Confines the Gaze of On-
lookers to the Displayed Stationery.**

Written by E. C. BEYNON for THE
STATIONER.

The use of a background to the display window does not seem to be well understood by stationers, judging from the large number of stationery stores that are without one. However, stationers are trimming

window display but the interior of the store as well. A background gains the direct attention of the onlooker. It leaves his mind free to examine the displayed goods, to read the show cards describing special points, and to form some conclusion about what he sees. It should be remembered that a display window appeals almost wholly to the sense Sight, so if anything diverts the gaze of those looking into the window, their minds are not apt to become concentrated on the goods displayed.

Besides concentrating the gaze of pedestrians onto the goods, a background adds sales value to the show window. Generally,

width, or one with side windows, would probably have sufficient daylight with such a background. Many of the backgrounds which extend from the window bottom to the ceiling are solid only about one-half or one-third the way up, the upper part having panes for letting daylight into the store. A window with a low ceiling, such as some windows of modern type, usually has the upper part of the window arranged so daylight shines directly into the store, while the background extends only to the low ceiling in the window. A tall window may be arranged in this way by boxing up the lower half of the window, leaving the upper pane as formerly, or so as to admit light to the store.

The chief advantage of a full-height background in windows of stationery stores, is that by having the displayed articles completely encased, as if they were in a little room, direct attention is gained to the display. Not infrequently such a background can be specially decorated, making the window very attractive to the public, while at night it can be specially lighted, with the background confining the rays to the window. A background acts as a frame to the display.

A good idea of full-height backgrounds may be gotten by studying the structure of the backgrounds in the large stores. Some of these have wooden backgrounds, specially carved or otherwise artistic, while others have a background of plain structure, such as made from planed boards, which is differently decorated from time to time.

Full-height backgrounds are economical for the stationer. The keeping of stock clean or unsoiled is accomplished by placing it in the enclosed display window. Here little or no dust gets on the stock, and at the same time it is much more apt to be sold than if it were on the shelves.

A stock on the counters, or even on the shelves, becomes more or less old during the summer by flies. A full-height background, or a window with a built-in back, keeps the flies out. A window of ordinary size will hold many books or small articles. Special office appliances and office furniture are usually easier to keep in order than small articles of stationery, so that an interior display of the former can be made while a smaller line is in the window. However, the furniture or appliances should be given a window display at times.

Whatever kind of background a stationer may adopt for the store window he will likely wish to have it installed under his supervision. There are few ready-made backgrounds, and where these are obtainable they are generally better adapted to a clothing store than to any other; besides, there is merit in originality, as few stationers will want to have a window background that looks just like those in other stores.

A full-height background may be dressed or decorated in any way the stationer may



UNIQUE AND EFFECTIVE WINDOW TRIM MADE WITH WATERMAN'S IDEAL FOUNTAIN PEN AND FOUNTAIN PEN SUPPLIES.

the window much more frequently nowadays than formerly.

Generally, a background to the display window sets off a display of books, writing paper or office appliances much better than if no background were used. For one thing, a window background prevents people from looking through into the store, which insures their giving the window display their entire attention. Everybody knows how hard it is to sell a customer in the store whose attention cannot be obtained. It is something the same with goods in the display window. Where the window has no background, pedestrians who glance at the window not only see the

goods can be shown much better by using a background, than without having one. The stationer who keeps the window nicely trimmed, thereby showing up his line effectively, is quite certain of attracting public attention and winning a larger future trade, as well as increasing current sales. Articles well displayed are half sold.

No particular style of background is standard for the display windows of stationery stores. This will enable stationers to use some originality in installing one. A long store would probably be too dark were a background of full height placed in the window, while a store of considerable

desire. If the background is made of plain boards it should be covered with cloth, wallpaper, tissue paper, or other material. The covering used at different times may be artistic or bear a painted scene. For instance, a display of books may have a background portraying a home scene with the family reading books by the same authors as shown in the window.

Harmony is something to which some storekeepers give little attention in dressing the display window, yet it is well to have the background in harmony with the entire setting. A black background is too harsh. Almost any other color is better. An all-white background is generally too light. Several colors may be used together on the background or in the window. Two colors are quite readily matched, but in using several colors, either in trimmings, on the background or elsewhere in the window, a little study is necessary. Color is nothing but daylight deprived of some of its properties. White will match with any color. White, blue and orange are three colors that harmonize in a window setting. Likewise, white, green and red harmonize when used together. The proper blend is also in the combination, white, purple and yellow. Blue, red and yellow harmonize.

Short backgrounds extending upward from three to five feet from the window bottom, are used by some small stores. They may be permanent or temporary. The materials in their makeup may be one kind or another, which gives stationers opportunity to specially decorate them or otherwise deviate from common practice. An inexpensive short background is made by running a pole or light framework across the back of the window and hanging from it a cloth reaching to the window bot-

tom, or a little below it. This can be almost any color other than white or black. It may be embellished with scrolls or vines, if desired.

A short, wooden background may have removable panels, so that the display articles may be reached. The window display, however, is usually independent, with a stock of the same goods in the store for supplying customers. To disturb the window display soon weakens its attractiveness. In front of a wooden background may be placed a cloth or auxiliary background to vary the scene; or the background may be decorated with artificial flowers or vines.

While a window display without a background is better than having no display at all, yet if special attention is to be attracted to the window, the display should be "framed" by having a background. This usually improves the appearance of the displayed articles, or betters the general setting. A display of books may be shown today in connection with a short background confining the view of prospective customers to the point desired—a full consideration of the displayed books, while tomorrow a line of office appliances may be exhibited with a background of different design or color.

The same background or trimmings used continually become uninteresting. Either the background should be changed—if of the short kind, or it should be trimmed or decorated differently at times, so as to vary the scene. Before one can get a man to look into the window one must attract his attention, or show him a display a little out of the ordinary. Most people are in a hurry, and the object is to stop them and have them view the display. The background helps to accomplish its part.

While onlookers may not come into the store, they will all become better acquainted with what the store has, and by seeing nice displays from week to week, they are likely to come in when in need of something.

Occasionally, the dealer or manufacturer from whom stock is purchased is in position to furnish special show cards for his line, or suggest some special window setting for his goods. A number of pieces of cardboard, specially decorated, may be placed in a framework and used as a background.

The trouble with window trimming in general, especially with small stores, is that the goods are oftentimes shown in ordinary or unattractive ways, with the proprietor paying no attention to backgrounds or special trimmings, and as a result, some windows which could be made attractive remain ineffective or lack selling power.

Backgrounds cost very little. Only a few dollars per month need be expended to make the window attractive. A special stock may be turned much quicker by a nice display than by an ordinary setting, so that the little spent in arranging the window or getting up a special background is really of minor importance.

A window background is worth having if you have none at present.

Opportunity has no time to wait for the unready. The successful man is he who does not wait for Opportunity to literally drag him out, but who meets her as she approaches. To win, you must be ready when Opportunity calls.

Strive to understand the ideals and standards of the store on every point and work toward them.

One Of Many Thousand reasons why Mason Pens



are the best selling steel pens made is to be found in the following: "Please send us 2 boxes of your famous No. 20 pens. This is the best pen we have ever used and we cannot get along without them." John E. Linder, Cashier, The Peoples' Bank, Hartwell, Ga. This is the trade we want you, Mr. Stationer, to have. Write for samples and discounts.

W. L. MASON CO., Keene, N. H.



PEN CARBON BILL BOOKS

No Press No Water No Brush
Any Ink Any Pen Any Paper

Many of your customers would find

**THIS BILL BOOK A REAL TIME SAVER,
TROUBLE SAVER AND MONEY SAVER**

One writing for bill and copy in bound book a real record.
Write us today for price list and circular matter.

DITMARS-KENDIG CO.

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N. Y. Silicate Book Slate Co.

20-22-24 Vesey St., New York.



Used in all the public schools of New York for thirty-six years and most all the Boards of Education in the principal cities. Send for illustrated catalogue, 40th edition, on Silicate wall, roll and revolving blackboards, slatted cloth, black diamond slating, book slates, erasers, crayons, crayon holders, easels, blackboard plate in slabs, dividers, pointers, stone slate blackboards, etc. Manufactured only by the NEW YORK SILICATE BOOK SLATE CO. 20-22-24 Vesey Street, NEW YORK

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N. Y. Silicate Book Slate Co.

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CARD INDEX CABINETS

The Macey Card Index System arranges, records, classifies and indexes all kinds of information in a manner much less laborious and more satisfactory than with books. Macey Card Index Cabinets will accommodate records for any purpose—for any business—large or small.

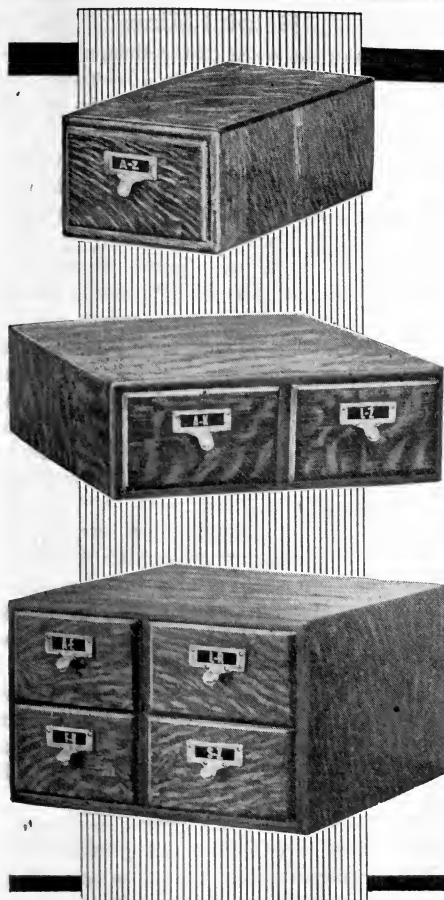
There may be a difference of opinion as to the merits of various filing systems, but these small cabinets are universally standard in style, size and arrangement. They are, however, the best constructed, most carefully finished and expensively trimmed cabinets on the market.

Progressive dealers in all parts of the country find Macey Card Index Trays and Cabinets ready sellers, yielding a liberal margin of profit with a minimum selling effort and expense.

Send for catalogue No. J-4210 and discounts to dealers. You will find the most complete and comprehensive line of filing appliances in the world, illustrated and described in this book. Any facts about your business will help us in making our reply bear directly on satisfying your requirements.

The Macey Co.

GRAND RAPIDS, MICHIGAN



606. CONGRESS PLAYING CARDS, GOLD EDGES.

Ivory or Air-Cushion Finish. Club Indexes—Ideal for Bridge.

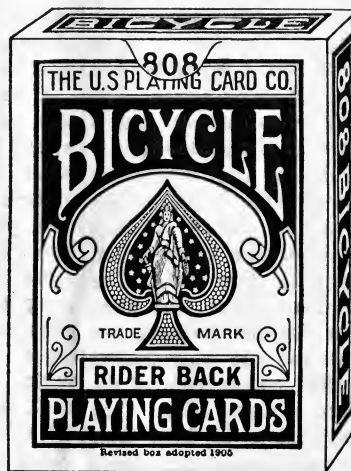


Look for the name "Congress" on every box.

Each season we issue twelve new original art designs, other favorites are revised, some backs dropped—CONGRESS designs are thus kept modern and salable.

808. BICYCLE PLAYING CARDS.

Ivory or Air-Cushion Finish.



Reduced size cut of Bicycle box.

Special skill and years of experience have developed their matchless playing qualities.

No strain on the eyes to see BICYCLE CLUB INDEXES.

75 CONGRESS designs, actual cards, are shown on a handsome folder—write us and we will send by return mail, FREE OF CHARGE. You can then make up your CONGRESS order—designs of your own selection.

THE UNITED STATES PLAYING CARD COMPANY, Cincinnati, Ohio.

CHICAGO BUSY

Holiday Business Opening Up Very Satisfactorily—Trade Paying More Than Usual Attention to Window Displays.

Western Office, THE AMERICAN STATIONER, 431 So. Dearborn St., CHICAGO, Dec. 12, 1911.

It would not be expected to find a rush in the average stationery store in a city like this for holiday goods, but there are being features added now that make it of more interest to the buyers than in the old days. Sales of Christmas cards, box paper, fountain pens, leather novelties, cutlery and some general and special lines are much in demand.

The showing made of these lines by some of the stores here are quite elaborate, and the sales are reported to be very good; in fact, there has been a great increase in this respect this year over past years. This is partly accounted for by the fact that there is less buying in expensive lines of holiday goods. Christmas cards are in special demand this year, and it looks now as though this will mark a banner year for them.

Trade generally is said to be very fair, but not rushing, as there are many who will delay making large purchases until after the holiday season is over. However, enough activity is noted to keep the stores busy, and there has been nothing kindred to complaint heard.

One feature that is being played up this year is the window display. Those stores that cater to the holiday trade are making features of the season's novelties, and others are devoting more space to 1912 calendars, loose leaf ledgers, and other devices, and a full line of office accessories. There is a feature in this that is to be commended, and one that it would be well to take note of by the progressives. The window is a living advertisement, and is sure to find favor with the passer-by.

One store here has a most interesting exhibit of this kind. This is Burr-Vack Company's store at 511 South Wabash avenue. There is an artistic arrangement, consisting of a complete office outfit. The desk is arranged in a manner that gives one the impression that the manager has temporarily left it and the surrounding data is of the detailed arrangement of the accessories in every modern office. The remainder of the window is filled with loose leaf devices, and other suggestions that are in touch with the progress that is to be noted by the man who is looking for something to purchase that will be of a helpful nature to him.

A very pleasing calendar is being distributed here to the Chicago customers of Carter's inks, entitled "Portia's Choice." She is the judge of what is best, and is presenting to the public her decision as to the merits of Carter's products. It ap-

pears in pleasing colors, and is much admired for its artistic value.

At the Horder stores there is a most noted activity for holiday features, more particularly in Christmas cards. A. Y. Horder says that there is every indication of being a big sale of this line this year. All the stores are busy.

William D. Bevan, of Boorum & Pease Co., New York, was in this city this week calling on the trade.

T. K. Brownell, of T. K. Brownell & Co., New York, was here on Tuesday.

Robert B. Randall, manager of the Chicago house of the Carter Ink Company, arrived in Chicago December 14, for a stay of several weeks.

Mr. Murdoch, of the Irving Pitt Manufacturing Company, was a visitor several days ago.

O. A. Wilkinson, representing the Globe-Wernicke Company, Cincinnati, made his initial trip through this section several days ago. He succeeds Mr. Skeele in this territory, and will be a frequent visitor.

Hans F. Koeler, representing A. W. Faber, Newark, N. J., was here on December 11 looking after the trade demands.

F. W. Wilstach, representing Kimpton, Harbottle & Haupt, New York, will be in Chicago on December 18.

WARFIELD WEBB.

The Unwise Reprimand

It is seldom desirable to reprimand an employee before others. It injures his self-respect, causes him to resent the criticism, and closes his mind against any good it might do him. To call him aside privately and administer the rebuke is the more effectual way and the more gentlemanly way, says a writer in Playthings. Business authority should not assume the privilege of ruthlessly transgressing the laws of common courtesy of man to man.

A reprimand in the presence of others may be the desirable procedure in cases where the guilty one has done something which intimately concerns all present—as in the case of an underhand misrepresentation. But the need of such action is rare. The usual incident of an open reprimand is not so carefully planned. It is merely the thoughtless outburst in a moment of displeasure, regardless of those who may happen to be present. The humiliation resulting from such an incident has no wholesome effect upon the individual and cannot but serve to lessen his legitimate pride in his work. He goes among his fellow-workers with the knowledge that each knows of the incident, and this causes him to feel disgraced and lose a measure of his self-respect. The public word of disfavor is apt to find an echo in other minds and so turn upon the individual unnecessary and undeserved criticism.

The itch for bargain dealing has dwarfed the growth of many a promising shade roller department.

Helpful Hints

To make the most of the time, money and effort you devote to your advertising, lose no chance to get the full benefit of each general move you make.

For example, if a newspaper advertisement you use strikes you as particularly good, tell the printer to use the same type for some circulars to be mailed or otherwise distributed, say Butler Brothers in The Retail Mail Order Problem. Thus you secure circulars and newspaper advertisement at the cost of one setting of the type.

If the newspaper advertisement or the part of it that seems good enough for the purpose is too small have it held until enough other matter has accumulated to make in all a circular of the size and kind you do wish to use.

Make your circulars, letters, etc., supplement your newspaper advertisement and repeat the story they tell in your show windows. By thus making all your outside advertising work together, results will be greatest.

In newspapers, circulars, etc., as in show windows, present something new often enough to avoid staleness, which in the eyes of the modern public is the unpardonable sin in storekeeping.

And, above all, when your outside advertising does accomplish its purpose, does draw people into the store, lose none of the benefit because you fail to give just what it leads people to expect—down to the smallest detail, and in treatment fully as much as in goods.

Advantage of Thinking for Yourself

The man behind the counter in a retail stationery store who can think for himself has got a long lead over the clerk who has to have the manager or some one else higher up do most of his thinking for him.

There are clerks who try to copy the ways and manners of some other clerk whom they have heard frequently praised for his good work, without ever once digging into their own minds for an original thought.

But while it is better to even be a copy-cat than to make no effort whatever to improve and increase your efficiency, the man who is content to merely imitate the methods and manners of some successful clerk, without attempting to reason out why the successful man does this at one time, and does that at another, is mighty likely to get lost on the way to success. The fact is, the road forks out in many different directions, and the man who is simply imitating somebody else can't always be sure which turn the other man would take on a particular occasion, and so the imitator hesitates and is lost.

There is just one easy road—the hard, straight way. The little off cuts—the smooth, twisting side paths, only seem safe. They are not meant to walk on.

IF YOU DO NOT KNOW THE

Cesco

LOOSE LEAF SAMPLE PROPOSITION

NOW
IS THE TIME
TO
INVESTIGATE

REALIZING the importance of having our dealers fully equipped with a complete line of samples, we have made up an outfit complete in every detail—from the small vest pocket Memo. Book to the high-grade Ledger Outfits. Included also is a nicely bound set of commercial forms, window cards—advertising matter—in fact, everything that is needed to fit up a modern Loose Leaf Department. To get this complete equipment you are not asked to pay a fancy price—in fact, the amount does not even cover our cost. This is your opportunity with but a trifling investment to put yourself in a position to compete with dealers who carry a stock of similar goods representing hundreds of dollars. We want to tell you more about this exceptional offer—why we are making it—what the outfit consists of, and how you can examine it in your store without a penny's expense. No easier or more economical way could possibly be arranged for you. Write today for full particulars.

OUR CATALOG CONTAINS THE MOST COMPLETE AND UP-TO-DATE
LINE OF DEVICES AND FORMS ON THE MARKET. SEND FOR A COPY.

The C. E. Sheppard Co.

Manufacturers of Loose Leaf Supplies

82-84 Fulton Street

New York, N. Y.

Franklin Paper Co.,
HOLYOKE, MASS.

Manufacturers of
INDEX BRISTOLS, WHITE BRISTOL
BLANKS, Etc.



The Famous
MAGNET AND COLUMBIAN
Blotting Papers

Ask your Stationer

The Eaton Dikeman Co. Lee, Mass.

Cooperation with the Dealer

is the groundwork of the plan for
selling

Carter's Inks

Sterling goods put up in attractive
packages with aids for the dealer
in featuring them insure a steady
profit from your ink counter.



Feature Carter's

ACCEPTABLE GIFTS

DAYLOGUES
Are Perpetual



*"A diary, that
is good for all years"*

MADE ONLY BY
KIGGINS & TOOKER CO.
35-37 PARK PLACE, N. Y.

Mr Stationery Dealer Don't Miss Your Share



of this trade. We
will help you get
it by furnishing
you imprinted ad-
vertising matter of
our products **FREE**

Write us to-day.

The Detroit Coin Wrapper Co.
Detroit, Mich. Toronto, Ont.

BOSTON CROWDED

Holiday Shopping Begins Briskly at an Early Date—E. P. Dodd Leaves Hooper, Lewis & Co.

New England Office, THE AMERICAN STATIONER, 127 Federal St., BOSTON, December 12, 1911.

With the throngs of people on the street and the crowds which pack the aisles of the local stores, one would really get the impression that it was the shopping day before Christmas rather than two weeks before. The "shop early" idea was so strongly impressed on the public mind that every one seemed to take the cue to appear on the scene at an early period. While the department and general stores are reaping the greater results, the stationers have enjoyed more than their share of the business, as can be testified to by the few traveling salesmen who have had the courage to appear here within the past few days. The latter met with a cold reception as they butted in at a time when local stationers had not the time to give up to looking over sample lines. If the trade holds out for the next ten days in the same proportion as it has for the past two weeks there is no doubt but that this will be the best holiday season ever experienced by the local merchants.

The plant of John H. Daniels & Son, makers of the well-known "quality" cards, has been the scene of many days of activity in the filling of orders for Christmas trade, and they have been just as busy during the past two weeks taking care of re-orders.

Considerable surprise was occasioned here during the past week when E. P. Dodd, treasurer of Hooper, Lewis & Co. made the announcement that he had tendered his resignation as treasurer of the corporation to take effect immediately and would in other ways sever his connection with the firm at an early date. Mr. Dodd has been associated in the business since June, 1900, and for the past year has performed double duties by taking over the cares of the business formerly looked after by Mr. Vialle, who has been confined in a sanitarium for the past year.

There will be a meeting of the Boston Stationers' Bowling League within a few days to take action on the resignation of the team representing Thorp & Martin Co. The following is the standing, including the games up to yesterday.

	Won.	Lost.	Pin-fall.
Adams, Cushing & Foster	29	7	11,498
Samuel Ward	28	8	11,685
Carter's Ink Co.	19	17	11,382
Thos. Groom	18	18	11,172
Barry, Beale & Co.	15	21	10,995
Thorp & Martin Co.	13	23	8,495
New England News	13	23	9,717
Wm. M. L. McAdams	9	27	10,788

The Samuel Ward Co., as has been its custom for several years past, presented each of its married employees with a large fine Vermont turkey for Thanksgiving.

Among the traveling men who had courage to visit the local dealers during the past week were H. S. Carley, representing the Irving-Pitt Manufacturing Co., Kansas City; C. S. Hemingway, of the Byron Weston Co., Dalton; A. T. Streider, representing the Boorum & Pease Co., of New York; J. Luman Riley, representing the Weeks-Numan Co., of New York, and Lester E. Shipman, representing A. L. Shipman & Co., of New York.

A clever and artistic as well as a most useful gift is "Baby's Own Book," which has been recently placed on the market by the Des Arts Studios of this city, but which will shortly become a part of the big manufacturing center of Holyoke, Mass. "Baby's Own Book" is a combination picture album and record book which permits giving the details of all events in baby's life, from one day and covering the years until he or she is a big boy or girl. The book is beautifully bound in leather and the very best heavy linen paper is used inside, while the verses which help to make the book interesting are written by Susan Pantton Rice and the original illustrations are by Alice G. Bolam. This book should make a hit wherever shown among the trade, and is really one of the great year-round sellers.

A. A. TANYANE.

The Limitations of the Stingy Man

The really stingy man is seldom a success, and as a clerk in a retail stationery store is even less likely to succeed than in most other walks in life.

The reason for this is not difficult to find. The man who is really stingy stints his efforts just as he stints his expenditures.

As a result the stingy man, if he happens to be a mechanic, is seldom equal to the other mechanics who work with him. If the stingy man is engaged in business in 99 cases out of a possible 100 he just gets to a certain point—not usually a particularly high one—by a slow and tedious process, and then he begins to go back again—generally by the same slow and tedious process.

The really stingy man seldom quits at the fullness of his powers, but usually after a long and steady decline.

The fact is that the stingy man is usually a timid man, while the liberal man is one imbued with hope. The stingy man is held back by his timidity, and the liberal man is impelled forward by his high hopes.

Of course, it should be thoroughly understood that reasonable conservatism is not stinginess, any more than recklessness is real liberality, but a man can be conservative without being stingy, and he can be liberal without becoming a wanton spendthrift.

Industry and Enthusiasm

Industry and enthusiasm make a great team for any ambitious stationery store clerk to drive to double harness. Either one alone will accomplish much, but when hooked up together they will accomplish vastly more.

It is enthusiasm that makes the man behind the stationery store counter believe that his goods are the thing, and what is more to the point, to strive to make the man on the other side of the counter believe in the goods.

The clerk who has enthusiasm can count upon bringing the customer to his way of thinking, which is one of the great attributes of the real salesman, and what is perhaps just as important the really enthusiastic man imparts some of his own enthusiasm to his business associates, and raises the level of efficiency of the entire store.

But to obtain the best results he must be industrious as well as enthusiastic. He must not expect that in the long run his enthusiasm will enable him to get along with a modicum of work.

Don't Say You Have No Chance

There are a good many men in this world who achieve only moderate success because they are too lazy to work for the other kind, and yet, in a great majority of instances, these sort of men are the ones who are most likely to complain that they have no chance.

They are the ones who delude themselves with the idea that if they had been born a few generations earlier, when business conditions were different, or that if they had secured a different kind of an education they would have turned out wonders.

The plain matter of fact is that most people have a chance that is equal to the price that they are willing to pay for it. The young man in a retail stationery store, who possesses average intelligence and good health, has got a splendid chance, if he is willing to pay the price and prepare himself for his opportunity when it arrives.

He pays the price by constantly striving to make himself more and more efficient, to become more and more familiar with the details of the business, and studying human nature to more and more purpose.

All of this means constant application and hard work, and most of the young men who complain that they have no chance, are the ones who are naturally lazy and unwilling to pay the price of extraordinary success in good, conscientious hard work.

All the time you are forming business habits take care that these are such habits of progressiveness and worth as you will care to retain, and never find occasion to break.

"DO IT NOW"

Send your order before the
freezing weather sets in for

BARNES NATIONAL INKS AND MUCILAGE

"Quality" The Best

BLUE-BLACK WRITING FLUID

Copying, Combined, Jet Black, Carmine, Violet,
Red, Blue and Green

BARNES FOUNTAIN PEN FLUID

Put up to retail in 5 and 10c bottles

WRITE FOR PRICE LIST

Barnes National Ink Co.

222 N. 5th Street, Philadelphia, Pa.

New York Agency, 305 West 43rd St.

"Pacific Coast Agency"

H. S. Crocker Co., San Francisco, Cal.

BRIGHTEN UP Your Stationery in the
OFFICE, BANK,
SCHOOL or HOME by using
WASHBURN'S PATENT
PAPER FASTENERS.

75,000,000
SOLD the past YEAR
should convince YOU of
their SUPERIORITY.

Trade O. K. Mark

Made of brass, 3 sizes. In brass boxes of 100.
Handsome, Compact, Strong, No Slipping, NEVER!

All stationers. Send 10c for sample box of 50,
assorted sizes. Illustrated booklet free.

The O. K. Mfg. Co., Syracuse, N. Y. NO 1 B

TYPEWRITER CARBONS & RIBBONS



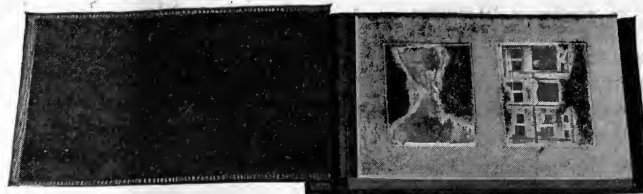
PERFECT SATISFACTION GUARANTEED

A trial order will explain why.

INTERNATIONAL CARBON PAPER CO.,
206 BROADWAY, N. Y.

AGENCIES: PHILA., KANSAS CITY, MO., LOS ANGELES, CAL., SEATTLE, WASH.
INT. CARBON PAPER CO. 22 Quincy St., CHICAGO

TATUM LOOSE LEAF PHOTOGRAPH ALBUMS



ADJUSTABLE and EXPANSIVE EASY TO OPERATE
NO PROJECTING SCREWS CONVENIENT and DURABLE

When opened, lie perfectly flat

Style Queen—Full Black Seal-Grain Leather *Style Buckeye*—Full Black Walrus-Grain Keratol
Sheets Cloud Gray or Black

Ask for our complete Loose Leaf Catalogue No. 27-E

THE SAM'L C. TATUM CO.

MAIN OFFICE AND FACTORY
CINCINNATI, OHIO



NEW YORK OFFICE
180 FULTON STREET

MAKERS OF "THE

LINE OF TRUE MERIT"



1825 THE BEST 1911

EIGHTY-SIX YEARS

ago Davids' Inks were noted for their excellence, but we have
progressed; our labor is more skilled, our plant modern,
the equipment up-to-date. These all make for perfection—
a better product—

DAVID'S SIGNATURE INK DE LUXE

Buy from a house where quality advancement has been
featured. It is good business to do so.

THADDEUS DAVIDS CO., 95-7 Van Dam St., N.Y.

Inks, Mucilage, Paste, Sealing Wax, Etc.

OLDEST INK HOUSE IN THE COUNTRY.

A NEW STYLE LOCAL VIEW POST CARD

PANEL MONOTONE.

\$5.50 PER 1000

DISTINCTLY DIFFERENT from
any other style Local View.

QUALITY the same as all our other
high grade products. Every card we
make is an advertisement for us.

FOR THIS REASON Kropp cards
sell rapidly.

YOUR PROFITS ARE BIGGEST
on Quick selling Goods. Therefore, try
Kropp cards and make more money.



Made to order from good Photo, any Size.

SATISFACTION GUARANTEED.

QUICK DELIVERY.

FULL SAMPLE ASSORTMENT UPON REQUEST.

E. C. KROPP CO.

230 JEFFERSON ST.

MILWAUKEE

RULES OF SUCCESS

Those That Contributed to the Growth of
Marshall Field & Co. Epitomizes the
Book of Business Wisdom.

One of the great business successes of the retail world is that of Marshall Field & Co., Chicago, where the feature-in-chief of the managerial methods is the continuous education, stimulation and elevation of the employees. The basic idea of the policy of the house has been summed up in the following pithy phrases:

To do the right thing, at the right time, in the right way; to do some things better than they were ever done before; to eliminate errors; to know both sides of the question; to be courteous; to be an example; to work for love of the work; to anticipate requirements; to develop resources; to recognize no impediment; to master circumstances; to act from reason rather than rule; to be satisfied with nothing short of perfection.

Among the rules laid down for the guidance and benefit of employees are the following:

Don't submit a thing for approval until it is your best; otherwise something else than the best may be accepted.

Make friends of visitors to the store, and do not hesitate to politely call them by name if you know it.

The great majority of errors are made through carelessness; learn to care; be exact; strive to have it absolutely right. Making a mistake in business is like falling down in a foot-race—it is a setback.

Keep your eyes open for improvements, criticisms and suggestions which will help any part of this business.

Pay strict attention to whatever you have in hand, and let that for the time have your whole thought.

Cultivate cleanliness in every spot and corner of the house; see that your own section is perfectly clean.

Make memoranda of little points while you think of them; run over the various subdivisions of your work to recall any points you may have forgotten.

Be sensibly economical in large and small matters; save paper, save lights, etc., and treat each privilege as a trust.

Read the advertisements of the house in the newspapers; become familiar with what is being done throughout the house in this line.

Learn the great extent to which the golden rule may be applied in business matters with the utmost satisfaction to all.

Do not allow little differences to shut off profitable connections and associations. Learn to absolutely respect a promise or appointment and keep it faithfully.

Know how to listen well; take in all the points you are told; and catch the spirit as well as the letter of the request.

Cultivate a happy expression and a happy manner; feel it; mean it; the advantage is wonderful in every way.

Be careful in all your conversation, cultivating prudence, caution, modesty and, as well, good English.

Avoid being influenced for the wrong by other persons; have a purpose of your own; weigh counsel, but act from your own best thought.

See that your work begins promptly in the morning; let the first few minutes find you in full working trim and busy.

Acquire the habit of promptness in every matter, large or small, which is left to your care.

Treat all customers courteously, regardless of how they may be dressed; the contrary is inexcusable under any circumstances.

POST OFFICE PAYS

Annual Report Shows a Profit of \$219,118,
Although There Has Been an Increase
of More Than 8,000 Employees.

The annual financial statement of the Post Office Department shows a surplus instead of a deficit for the first time since 1883. The revenues for the fiscal year ended June 30, 1911, amounted to \$237,879,823.60 and the expenditures to \$237,660,705.48, leaving a surplus of \$219,118.12. In 1909 the postal service was in arrears to the extent of \$17,479,770.47, the largest deficit on record. The change has been brought about without curtailment of postal facilities. Instead there have been important extensions and the force of employees has been increased by more than 8,000, with a general increase in salaries.

The all-important event of the year was the organization of the postal savings system. Savings deposits, amounting at the end of the first month to only \$60,252 after eleven months of operation have reached a total of \$11,000,000. This sum has been distributed among 2,710 national and state banks, where it is protected by bonds deposited with the Treasurer of the United States.

It is stated in the report that now that the successful operation of the postal savings system is assured, it is hoped Congress promptly will authorize the establishment of a parcels post. It is proposed to introduce the service in cities and towns having delivery by carrier, and after the organization of a parcels post or rural routes and in the city delivery service is completed, to extend it to include railway and other transportation lines. To bring the issue clearly before Congress, three items of \$50,000 each have been inserted in the estimates of the postal service. Two of these items are to cover the initial expense of introducing a parcels post on rural routes and in the

WANTS AND FOR SALE.

Minimum rate for advertisements of this class, first insertion, one dollar.

Situations Wanted, \$1.00 for 25 words or less one time, and 50 cents for each subsequent and consecutive insertion of same ad. Over 25 words, 4 cents a word for each insertion, and 2 cents a word for each subsequent insertion of same ad.

Help and Miscellaneous Wants, \$1.00 for 25 words or less, each and every insertion; over 25 words, 4 cents a word each and every insertion.

FOR SALE—Complete plant for the manufacture of round and square corner die cut cards. For particulars, address C. B., care American Stationer.

NEW BANK ITEM—Sells \$20 to \$2,000 and up. Good proposition for salesmen having established routes. Give territory, line and references. The Merrill Co., Eugene, Oregon.

AGENT WANTED to sell on commission manufacturer's line of high grade tablets, pound papers, papeteries, note and composition books, especially adapted to the large retail trade. Address Tablet, care American Stationer.

ENGRAVER on steel and copper can buy and earn an interest or ownership in a well known plant established 10 years, doing all kinds of engraving, plate printing and embossing in an Eastern city of 400,000 population; good opening for the right party. Address Engraver, care American Stationer.

Thompson Smith Co.

263 Fifth Avenue
Cor. 29th Street
NEW YORK

Dainty and
Different

Greeting Cards

in envelopes for
Xmas and All Seasons

Samples sent on request

Special for 1912

Valentine Cards

Hurds Royal Red Stock

St. Patrick Cards

Hurds Royal Green Stock

\$3.00
per 100

The kind we have made so popular



GLOBES

From 3 to 30
inches in diameter,
in all styles
and mountings.

HYLOPLATE
BLACK-
BOARDS
SLATED
CLOTH

Alpha Crayon, Erasers and other School
Specialties.

The Original Andrews Dustless Eraser.

WEBER COSTELLO CO.

Chicago Heights, Ill.

Successors to School Supply Dept. of A. H. Andrews & Co.,
Chicago, Manufacturers for the Trade only.

city delivery service, respectively, and the third to meet the cost of an investigation looking to the final extension of the service to railways and other transportation lines.

The department renews its recommendation that the second-class mail rate be increased from one cent a pound to a flat rate of two cents a pound, although the matter of raising this rate is now under consideration by a commission appointed by Congress, and which has not yet made a report or any recommendations.

Another recommendation is that the franking privilege be discontinued and that legislative authority be granted for the use of special envelopes and stamps to be furnished on requisition through the agency of the Post Office Department. This to determine the exact amount of mail matter carried free and to enable the department to give an accurate accounting.

Perhaps the most important recommendation made concerns the readjustment of pay to railways for carrying the mails. It is proposed that the system be changed so that instead of paying by the weight the railways be compensated according to the amount of space required in cars. It is declared this would cut down the enormous profits enjoyed by certain railways under the present system and give adequate compensation to others now carrying the mails at a loss, and, in addition, would require the railway companies each year to report exactly what it costs them to carry the mails. Payment will be allowed at the rate thus determined in amounts that will cover the cost and 6 per cent profit. It is believed the resulting saving to the Government will amount annually to about \$9,000,000.

A new system of salaries for railway mail clerks that will insure regular promotions is recommended. The department also renews its recommendation that a law be enacted authorizing the allowance of thirty days' annual leave of absence, with pay, to post office clerks, city letter carriers and to such railway postal clerks as are required to work six days a week throughout the year.

Mention is made of the first aerial dispatch of the mails in September last, when 43,000 pieces were carried from Aeroplane Postal Station No. 1, on Nassau Boulevard, to Mineola, Long Island.

"The progress being made in the science of aviation," says the report, "encourages the hope that ultimately the regular conveyance of mail by this means may be practicable. Such a service, if found feasible, might be established in many districts where the natural conditions preclude other means of rapid transportation."

The Crampton book and stationery business at Rock Island, Ill., is for sale. Rock Island has a population of 25,000, and this is said to be practically the only exclusive book store in the city.

**IF IT HOLDS PAPER OR
TWINE WE MAKE IT**



Are You Alive to Your Opportunity?

You advertise modern and labor saving devices, and pose before the business community as a progressive dealer. People will come into your store during the next few weeks who will perhaps not enter your establishment again for another year. See to it that you make the most of your opportunity and create a lasting impression. No more acceptable gift than

The Wright Glass Twine Holder

useful as well as attractive. Keeps twine secure, prevents unravelling and catching into knots. It is beautifully designed, cut from heavy pressed glass and practically unbreakable. Holds a half pound ball of twine comfortably, has special metal base, which is so arranged that besides standing on the desk or table, it may be fastened underneath counter, or suspended from the wall or ceiling.

Write for Full Particulars and Dealers' Prices to Nearest Branch.

NEW YORK
19 Warren St.

WRIGHT CUTTER COMPANY

24-28 Binford Street, Boston, Mass.

CHICAGO
29 So. Clinton St.



MANN'S COPYING BOOKS AND PAPER

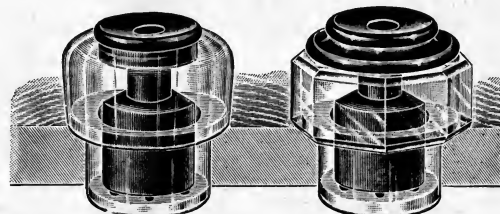
Established Lines to Meet Every Requirement
Exclusive Agencies Will Be Established

WILLIAM MANN COMPANY, Manufacturers
PHILADELPHIA

NEW STYLES Sengbusch Inkstands

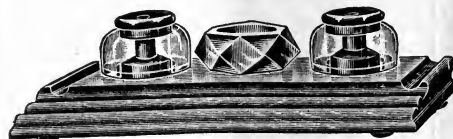
To set into desk or base.
Low and attractive outfit.

FAST SELLERS



No. 6—2½ in.
Price \$1.50

No. 7—3 in. Cut Glass
Price \$2.00



No. 151—Oak, for Single Desk, \$5.50

*Write for our
LATEST CATALOGUE*

Illustrating all styles, as well as a complete line of bases for both single and double desks, in oak and finest mahogany.

**DON'T FAIL TO PUT IN A COMPLETE ASSORTMENT AT ONCE
IT MEANS BUSINESS FOR YOU**

Sengbusch Self-Closing Inkstand Co.

1310 Montgomery Building

Milwaukee, Wis.

MAKING INDEX CARDS.

What a Stationer Ought to Know About Cards for Index Systems—Some Advice by an English Expert.

Referring to an article on boards for index cards that appeared in the September number of the Stationery Trades Journal of London, an expert on index systems writes a letter, in which he contends that the boards are really only of secondary importance in the making of such cards. His letter follows:

In the September issue of the *Journal* there appeared an article on the subject of boards for index cards.

Although from the making point of view this article was unquestionably very valuable, it struck me as lacking in what the stationer really *should* know about cards for indexing purposes. The boards themselves are almost second in importance to the process of turning into index cards.

Many years of experience have shown me that the stationer is altogether at sea when faced with the question of suitable stocks for index cards and guides. The article does very little to clear the ground except in a negative way. Such an article as that written by Mr. Maddox should have excluded all kinds of boards not suitable for index cards. None but a stationer new at the game and ignorant of the demands put upon index cards would dream of using pasteboards. It is the employment of wholly unsuitable boards by stationers which has done much to dam the progress of what should prove a lucrative branch of the stationery business. I should like to make some disinterested remarks on the subject if you will allow me.

DON'T CUT PRICES ON CARDS.

Don't try to cut prices on index cards; it is a folly which rebounds upon your own head. The demands upon an index card may be stated as follows:

1. A good writing surface.
2. A surface which will permit of erasures.
3. A material that does not split or dog-ear at the corners or become limp.
4. A material that will endure constant handling.

And these are the points that the stationer must put before his customer to turn him off cheap and nasty materials:

1. The main expense of making an index is not the index cards, but the labor of typing or writing the entries on the cards.
2. The economy will prove itself by the cards' long life.
3. Cheap materials mean short life and an inevitable rewriting of the index at an early date.
4. Cheap materials make poor index cards, because after a brief period of handling, the edges split and render reference difficult, involving a waste of time, which calculated in £ s. d. shows the "cheap" cards are by far the dearest in the end.

5. Good cards mean longer life, cleaner indexes, and celerity in reference.

There is only one kind of board suitable for index work: that is pulpboard. It may be the ordinary pulpboard purchasable at about 5s. per gross (royal), or the linen pulpboard costing from 50s. to 100s. per gross, royal. The reasons for using pulpboards are given by Mr. Maddox. They do not crack if bent at corners or split along the edges. Moreover, they cut cleaner and less "woolly."

INDEX CARDS CALL FOR SPECIAL TREATMENT.

And this brings me to the real secret of making perfect index cards, and, without any desire to reflect on the ability of the stationer—big or small—I must say that no stationer will produce a perfect index card unless he is prepared to recognize that index cards call for special treatment in cutting.

Every *practical* stationer knows that by guillotine-cutting, accuracy in size is not certain. If you took the top and bottom card off a guillotine cut pack, you would find the bottom card was much larger than the top one. This is because the cards gradually "belly" as the knife cuts through. Taking a pack of guillotine-cut cards as they come off the machine, this fault is not apparent, but just shuffle the pack and note the irregular surface along the top edge. This is the defect of guillotine-cut cards, and it means difficulty in handling when such cards are in the index. Now take each card separately and examine the edge from both sides. The top side of the card is smooth enough, but the under side is burred, like a woodworker's "scraper." This again means difficulty in handling in the index, because the cards overlap and stick together.

CUT CARDS SINGLY.

The only way to cut true, clean-edged index cards is *singly on a small hand-chopping machine*. It is slow work and calls for constant practice to produce profitably. The nearest satisfactory method is by using a rotary card-cutting machine, on which two sets of wheels work edge to edge over and under the bed of the machine.

Another point to be observed in making index cards is the sizes. Most stationers cut cards to inch measures: 5 inches by 3 inches, 6 inches by 4 inches, 8 inches by 5 inches. This is wrong. The universally accepted standard of measure is the centimeter, and all cards should be cut to this scale.

The matter of punching is not so vital, as many users of index cards dispense with rods of any sort. For punching, however, there is only *one* satisfactory punch—the Tatum. In punching, bear in mind that the perforation *must* be dead central or trouble will arise in feeding the rod through the cards.

For all ordinary purposes you will find a white pulpboard at from 5s. to 6s. per gross,

royal boards, satisfactory. Such cards are used for general name indexes and any records of a permanent character, but not of vital importance.

Personally I have never heard of ivory boards being employed for index cards. The only ivory boards are a pasted Parisian ivory made by Goodall's, but these, although well enough for guide cards, are too thick for index purposes.

Thickness in index cards is not desirable. It means larger cabinets, and thickness can never compensate for toughness and strength. A thin, tough Bristol card will outlast dozens of 12-sheet pasteboard cards.

Any stationer contemplating the adoption of the card index trade is well advised to probe deeply and tread warily, or he will burn his fingers badly.

If the trade is casual it will be advisable for the retailer to buy in the stock from a firm specializing in card systems. They will find at least two British firms agreeable to supplying the goods at a generous discount off the list prices.

C. MAXWELL TREGURTHA,
Systems Expert.

The Master's Eye

There is an ancient proverb that "The masters' eye does more work than both his hands." The modern version of the master's eye is a card catalogue system that keeps a record of the work of thousands of employees of a great industrial institution. In passing such a card file I made inquiry about it, says a writer in *Playthings*, and the manager said: "This is our system for keeping track of the mistakes made by employees. Nearly every mistake made we discover in any part of the work is traced back to the employee who made it, and it is recorded here against his name."

"Do you point out each person's mistakes to him at the time?"

"Yes, when they amount to much. But we don't speak about every mistake. That would only confuse the employees and make them fearful and probably lead to making more errors."

"What do you find is the cause for most mistakes?"


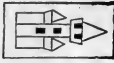
"Carelessness—almost every time."

"How does your system reach that?"

"Well, the mere fact that we keep such a record is a stimulus to employees to be careful. Even if we never looked up a card, it would be worth while keeping up the system just for the general influence it has. But we refer to it often. And we know it works, because the percentage of mistakes is lowered from year to year."

Postmaster S. G. Watts has sold his stationery store, Auburn, Placer County, Cal., to H. C. Stevens, who will consolidate it with his music and confectionery business. The combined store will be located in the East Auburn Post Office Building.

The standard of pencil excellence

A. W. FABER  **"CASTELL"** 

The most perfect writing and drawing equipment it is possible to produce.

Oldest and Largest Lead Pencil Factory—Established 1761

A. W. FABER, Newark, N. J.



"SUPERIOR" BLANK BOOKS

There's as much difference in blank books as there is in any other line entering into a stationer's stock. Why should you pay more if you can secure **BETTER VALUE** from a line that is second to none in quality? That's our proposition. Don't sell your customer anything you have, but a blank book that is returnable if not as represented—the "SUPERIOR" kind.

COMPLETE STOCK OF ALL RULINGS AND THICKNESSES ALWAYS ON HAND. A trial order will be convincing.

GRESHAM BLANK BOOK COMPANY, 316 HUDSON STREET, New York

IT'S THE "WEARING QUALITY" SERVICE

That Makes Our Playing Cards Most Popular



The American Playing Card Co.'s products have the proper slip, perfect finish and elasticity, that makes dealing satisfactory and the evening a pleasure.

We manufacture all grades—from a cheap Steamboat to a fine illuminated back card in four and five colors. Have a large and varied assortment of designs to select from.

Closely associated with one of the largest and best known paper mills in the country, our special stock is grade for grade unequalled by any other manufacturer. Samples and prices on application.

THE AMERICAN PLAYING CARD CO., Kalamazoo, Mich., U. S. A.

HARTSHORN SHADE ROLLERS
ARE NEVER DEAD STOCK



Notice name on label and be sure you get the genuine

STEWART HARTSHORN CO.

Office and Main Factory.

E. Newark, N. J.

TYPEWRITER RIBBONS AND CARBON PAPERS

You've tried the rest, now try the best

Manufactured by

THE S. T. SMITH CO., 11 Barclay St., New York

Also a Complete Line of Typewriter Linen Papers and Manifold Flimsies



UNION ENVELOPE COMPANY

Makers of **DUPLEX CHURCH COLLECTION ENVELOPES**

Makers of All Kinds of Envelopes

RICHMOND, VA

CORRESPONDENCE SOLICITED

LET US SUBMIT QUOTATIONS.

QUAKER CITY ACTIVE

Trade Believe That This Will Be the Best Holiday Season They Have Ever Experienced.

(From Our Regular Correspondent.)

PHILADELPHIA, December 12.—It's just human nature to think that present experiences are superlative, but even with the necessary allowance made the jobbers do verily believe that never before has there been such a rush season as the one now being enjoyed by those who feature the holiday lines. Driving along all day to the limit of human ability each night finds so many unfilled orders that business must be continued until 10 and 11 o'clock to keep orders from overwhelming the force. And while the country districts in which there would seem to be exceptional prosperity are demanding the greater share of attention, city business is also increasing quite satisfactorily after the delay of the earlier season. There is not a jobber who expects to carry over any stock, and not a few who fear that stocks will be depleted before the holidays come.

In commercial lines the manufacturing end is rushed, although transient store business is not very large. All the social engravers, however, are busy and satisfied.

Because of the great rush, E. A. Wright, who has been directing the movement looking toward an association of the engraving trade, has decided not to send out the call for a meeting until early in the new year. He said today that while the success of the movement was assured, he had several requests from representative houses not to send out a call until after the holiday rush is over. It is practically certain, however, that the new year and the new association will start out together. In the trip South from which he has but recently returned, Mr. Wright found everywhere interest in association work. In Louisville, Ky., Nashville, Tenn., Atlanta, Ga., and Savannah, Ga., he laid the foundation for association of engraving trade, and in Augusta, Ga., and Macon, Ga., which he also visited, he found interest, although perhaps not enough firms to form a separate organization, it is proposed to establish organizations having a close relationship with the other. All will apply for membership in the national association.

The Philadelphia Stationers' Association will meet on Thursday evening in regular business session.

There passed away during the week one of the oldest and most widely known stationery jobbers of the city, the veteran David Bentley, whom salesmen by the hundreds knew and liked. He died on Sunday at his home, 1440 N. 13th street, after a brief illness, survived by a widow and two daughters. Mr. Bentley was born in this

city on February 26, 1847, graduating with the War Class of the Central High School. He gave his youthful services to his country. At the close of the war he took a position with the publishing firm of Sauer, Potts & Co., becoming acquainted with W. H. Grevemeyer. Subsequently with Mr. Grevemeyer and with David D. Elder there was established the firm of Elder, Grevemeyer & Bentley. R. Davis Carey was a youthful friend of both Mr. Bentley and Mr. Grevemeyer, and he, too, went into the stationery business in the firm of Hollobush & Carey, 218 Market street. Out of these two firms there was formed subsequently the firm of Carey Bros. & Grevemeyer, Mr. Bentley then going into business for himself. The Carey Bros. & Grevemeyer Company became finally W. H. Grevemeyer & Co., and is now the Charles Christeson Company. Mr. Bentley established his own business about 1883 at Sixth and Market streets, subsequently removing to his present location, 57 N. Third street. In his employ, until a few months ago, was Edward E. Eckstein, who then was the oldest stationery salesman in active business in this city.

T. W. Harbottle, of Kimpton, Harbottle & Haupt, called off the trade during the week. Other visitors were C. K. Wadham, of Z. & W. M. Crane; B. C. Ries, of Graef & Schmidt; Conrad Hauf, Jr., of R. Heinsch's Sons Co., and E. H. Pierce, of the Cooke & Cobb Manufacturing Co.

E. R. G.

FIXING THE PRICE.

(Continued from page 3.)

And what's more, the condition is not one that responds to absent treatment—educational methods and the like. It calls for vigorous measures to tone up the system and to start things running again in their normal channels.

The Kellogg Toasted Corn Flake Company has had a reasonably wide experience with price protection. To preface a few remarks regarding Mr. Livingston's theories, let me say that this company is as strongly committed to the principle of price protection today as it ever was. Like Mr. Livingston himself, we can say that "we stand now, after the decision of the Supreme Court, right where we stood before"—except that we have advanced a trifle and are maintaining good distributing conditions—if anything, a little more effectively than we did before. We believe our position is as right in principle as it is satisfactory in practice. We are among those who contend that the legality of price maintenance has not yet been entirely decided by the Supreme Court, a position which possibly will not appear ridiculous when it is considered that the protected price has been upheld by eminent jurists in at least two State court decisions since the much-mooted decision in the celebrated

Miles case. We do not believe that the Supreme Court will interpret the "restraint of trade" contemplated by the Sherman act as meaning the same as "restraint of unbridled competition." And we do believe that when the principle of price protection is brought into court by a litigant having clean skirts, engaged in a legitimate business and maintaining a schedule of prices solely to insure a safe, economic plan of distribution, it will be upheld and vindicated.

What is really on trial in this whole controversy is the recognition of national advertising as a definite factor in the modern scheme of distribution of commodities. The question as we view it is that of the right of a manufacturer of a trade-marked brand of goods to fix the selling price. We claim the manufacturer of a widely advertised trade-marked brand of goods has the right to inherently fix the price, because the advertising of his goods actually makes the sale and because the goods are virtually sold when they leave the factory. The dealer, when handling a trade-marked brand of goods, is less of a trader than he is a distributor. He is dealing with the manufacturer's name and reputation and is selling the manufacturer's goods—not his own. His customers today do not ask for "a pound of your best tea," or "a package of macaroni." They ask for Lipton's Tea, Fould's Macaroni, Baker's Chocolate and the like. National advertising bridges over the gap between the producer and consumer. The goods are sold when they leave the factory, and the jobber and retailer are links in the strong chain of distribution for which the wise advertiser provides.

And neither the jobber nor the retailer loses his identity, notwithstanding all this talk about evolving into "slot machines." The proverb that a chain is no stronger than its weakest link was never truer than when applied to this chain of distribution. The wise manufacturer must see to it that the chain is a strong one. That means that a living profit upon his goods must be insured and I know of no better way—indeed, I know of no other way—to insure a living profit to every dealer than to protect the price.

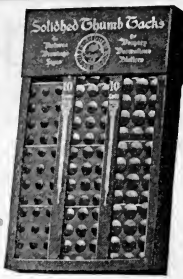
This talk about leaving it to the retailer to work out his own salvation and having faith in his judgment, good sense and sagacity is all very nice to listen to, but so far as the grocery trade is concerned it doesn't fit. The grocery business is a great big, loosely organized trade. For every one real business man in the trade there are many who do not know their cost of doing business. Nine out of ten want to sell at a fair price, but when one cuts the price of a well-known article the rest feel they must meet the cut and the whole trade on that one item is brought to a no-profit level. Leave it to them to work out their own salvation and nine times out of ten they will work out their own destruction



It's the Solidhed Display That Sells Tacks



HAWKES-JACKSON COMPANY, Makers, 38 Murray St., NEW YORK



ESTERBROOK'S STEEL PENS



Standard everywhere for nearly fifty years. 150 varieties in fine, medium and broad points.

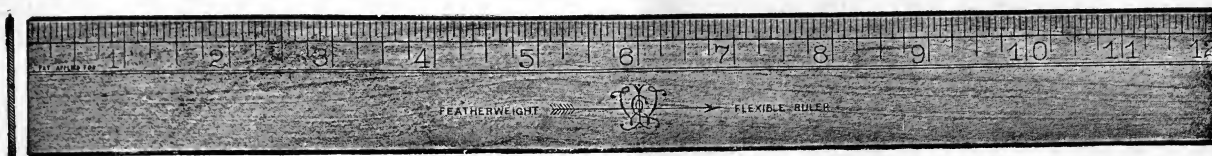
SAMPLES AND PRICES TO THE TRADE ON APPLICATION.

WORKS, CAMDEN, N. J.

THE ESTERBROOK STEEL PEN MFG. CO.

95 John Street, New York

THE FEATHERWEIGHT FLEXIBLE RULERS



Entirely New—Flexible Ruler, Check Cutter, Book Mark and Leaf Cutter. Made of carefully selected Hard Maple and White and Black "Flexite," a material more flexible than rubber. The Wholesale Trade handling these goods will be supplied with special imprint circulars descriptive of same.

WE SELL TO THE JOBBER ONLY. WRITE FOR CIRCULAR AND PRICES.

WESTCOTT-JEWELL COMPANY, Ruler Makers, SENECA FALLS, N. Y.

OUR LINE OF SCHOOL AND OFFICE RULERS IS COMPLETE. HAVE YOU OUR ILLUSTRATED CATALOGUE? IT IS TO BE HAD FOR THE ASKING. W. S. TUTTLE, GEN'L SALESMAN.

We offer to the trade PURE RUBBER BANDS

made of the finest Beni Bolivian Fine Para Rubber, guaranteed for 5 years, at the right price. Write for samples and quotations.

KABUS RUBBER COMPANY - - - 44-60 East 23d Street, N. Y.



F. WEBER & CO. 1125 Chestnut St., Philadelphia, Pa.

ARTISTS' MATERIALS and DRAUGHTSMEN'S SUPPLIES

"Fabriano" Drawing and Water Color Papers. Superior to any other hand-made papers on the market.

"Fabriano" Charcoal Papers made in twelve tints. Write for sample books.

Largest assortment of Mathematical Instruments for schools and colleges, comprising all qualities from the cheapest grade to the finest Riefler and Richter brands.

SCHOOL WATER COLORS

General Catalogue of Artists' Materials, Vol. 325, Mailed on Request

"INDEPENDENT"

Unequalled for general writing, ruling and manifolding.



Something new in our Latest Catalog. Write for it and low trade discounts.

J. W. ULLRICH & CO. Manufacturers of Fountain and Stylo. Pens
27 Thames St., New York City

MILLER BROS.' INK ERASERS are the Standard



Made in different shapes and handles of all styles

For sale by all leading Jobbers and Commercial Stationers

Classified Business Directory and Index to Advertisements.

All Advertisers are entitled to one insertion under proper heading. Extra insertions, \$5.00 Per Annum. Extra Headings, \$10.00.

ART PUBLISHERS.

Drysdale Co., 200 South State St., Chicago, Ill.	7
Gibson Art Co., Cincinnati, O.	15
Leubrie & Elkus, 18 E. 14th St., New York.	37
Thompson-Smith Co., 263 Fifth Avenue, New York.	28

BLACKBOARDS.

American Seating Co., 218 S. Wabash Ave., Chicago.	12
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BLANK BOOKS.

Boorum & Pease Co., 109 Leonard St., New York.	35
Gresham Blank Book Co., 316 Hudson St., New York.	31
Kiggins & Tooker Co., 35-37 Park Place, New York.	25
J. G. Shaw Blank Book Co., 267 Canal St., New York.	1

BLOTTING PAPER.

Eaton, Dikeman Co., Lee, Mass.	25
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BRASS DESK SETS.

F. L. Harding, 508 Broadway, New York.	37
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CASH BOXES.

M. Kamenstein, 394 Hudson St., New York.	2
Merriam Mfg. Co., Durham, Conn.	7

CLIPS.

American Clip Co., 366 Girard Ave., New York.	17
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COIN WRAPPERS.

Detroit Coin Wrapper Co., Detroit, Mich.	25
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COPYING BOOKS.

Ditmars-Kendig Co., 278 Douglas St., Brooklyn, N. Y.	22
William Mann & Co., 529 Market St., Philadelphia, Pa.	27
J. G. Shaw Blank Book Co., 267 Canal St., New York.	1

CRAYONS.

Binney & Smith Co., 81-83 Fulton St., N. Y.	12
Standard Crayon Mfg. Co., Danvers, Mass.	38

DESK PADS.

J. G. Shaw Blank Book Co., 267 Canal St., New York.	1
I. Smigel, 166 William St., New York.	13

DIARIES.

B. W. Huebsch, 225 Fifth Ave., New York.	38
Kiggins & Tooker Co., 35-37 Park Place, New York.	25

DRAWING AND ARTISTS' MATERIALS.

F. Weber & Co., 1125 Chestnut St., Philadelphia, Pa.	33
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EMBOSSING PRESS.

Roovers Bros., 100 Schermerhorn St., Brooklyn, N. Y.	7
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ENVELOPES.

Union Envelope Co., Richmond, Va.	31
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EYE SHIELDS.

Chicago Eye Shield Co., 123 South Clinton St., Chicago.	17
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INKS.

Barnes National Ink Co., 222 N. 5th St., Philadelphia.	27
Carter's Ink Co., Boston, Mass.	25
Thad. Davids Co., 95 Van Dam St., New York.	27
Chas. M. Higgins & Co., 271 9th St., Brooklyn, N. Y.	38
Pomeroy Ink Co., Newark, N. J.	2
Sanford Mfg. Co., Chicago, Ill.	39
S. S. Stafford, Inc., New York.	40

INK ERADICATOR.

Collins Ink Eradicator Co., Hoboken, N. J.	10
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INK ERASERS.

Miller Bros. Cutlery Co., 309 Broadway, New York.	33
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INKSTANDS.

Sengbusch Self-Closing Inkstand Co., 311 Montgomery Building, Milwaukee, Wis.	29
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LOOSE LEAF SYSTEMS, FILES, ETC.

Boorum & Pease Loose Leaf Book Co., 109 Leonard St., New York.	35
Macey Co., Grand Rapids, Mich.	23
C. E. Sheppard Co., 82 Fulton St., New York.	25
Stationers' Loose Leaf Co., 342 Broadway, Milwaukee, Wis.	17
Samuel C. Tatum Co., Cincinnati, Ohio.	27

MAILING CARDS.

Thompson & Norris Co., Prince and Concord Sts., Brooklyn, N. Y.	38
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MANIFOLD BOOKS.

S. T. Smith Co., 11 Barclay St., New York.	31
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PAPER FASTENERS.

O. K. Mfg. Co., Syracuse, N. Y.	27
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PAPER MANUFACTURERS.

L. L. Brown Paper Co., Adams, Mass.	9
Crane Bros., Westfield, Mass.	38
Z. & W. M. Crane, Dalton, Mass.	5
Franklin Paper Co., Holyoke, Mass.	25
Byron Weston Co., Dalton, Mass.	40

PAPER AND TWINE HARDWARE.

Wright Cutter Co., Boston, Mass.	29
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PAPER, WHOLESALE.

Carter Rice & Co., Corporation, 246 Devonshire St., Boston, Mass.	37
Henry Lindenmeyr & Sons, 32-36 Bleecker St., New York.	38

PEN RACKS.

James Adair, Sewickley, Pa.	12
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PENCILS.

American Lead Pencil Co., 75 W. 4th St., New York.	8
Eagle Pencil Co., 377 Broadway, New York.	37
A. W. Faber, Newark, N. J.	31
Eberhard Faber, 200 Fifth Ave., New York.	10

PENS, FOUNTAIN.

D. W. Beaumel & Co., 35 Ann St., New York.	10
J. W. Ulrich & Co., 27 Thames St., New York.	33

PENS, STEEL.

Esterbrook Steel Pen Mfg. Co., 95 John St., New York.	33
W. L. Mason Co., Keene, N. H.	22

PLAYING CARDS.

American Bank Note Co., 70-2 Broad Street, New York.	2
American Playing Card Co., Kalamazoo, Mich.	31
A. Dougherty, 139 Franklin St., New York.	19
Standard Playing Card Co., Chicago, Ill.	20
United States Playing Card Co., Cincinnati, O.	23

POST CARDS, ILLUSTRATED.

E. C. Kropp Co., Milwaukee, Wis.	27
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POSTAL SCALES.

Triner Scale & Mfg. Co., 2714 W. 21st St., Chicago, Ill.	40
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PRINTING PRESSES.

Michle Printing Press & Mfg. Co., Chicago, Ill.	15
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RUBBER BANDS.

Kabus Rubber Co., 44 East 23d St., New York.	33
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RULERS.

Wescott-Jewel Co., Seneca Falls, N. Y.	33
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SCRAP BOOKS.

Kiggins & Tooker Co., 35-37 Park Place, New York.	25
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SCHOOL SUPPLIES.

Weber, Costello Co., Chicago Heights, Ill.	25
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SHADE ROLLERS.

Stewart Hartshorn Co., East Newark, N. J.	31
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SILICATE SLATE.

New York Silicate Book Slate Co., 20 Vesey St., New York.	22
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STATIONERS' SPECIALTIES.

Goes Lithographing Co., 61st and Clark Sts., Chicago, Ill.	19
Tower Mfg. & Novelty Co., 306-308 Broadway, New York.	7
Frank A. Weeks Mfg. Co., 93 John St., New York.	37

STATIONERY.

Berlin & Jones Envelope Co., 547 W. 27th St., New York.	5
Eaton, Crane & Pike Co., Pittsfield, Mass.	13
George B. Hurd & Co., 425-427 Broome St., New York.	11
Osborn Paper Co., Marion, Ind.	17
Marcus Ward Co., 116 39th St., Brooklyn, N. Y.	10
Whiting Paper Co., 150 Duane St., New York.	6

THUMB TACKS.

Hawkes-Jackson Co., 28 Murray St., New York.	33
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TYPEWRITER SUPPLIES.

International Carbon Paper Co., 206 Broadway, New York.	27
Manifold Supplies Co., 188 Third St., Brooklyn, N. Y.	14
Mittag & Volger, Inc., Park Ridge, N. J.	5
The S. T. Smith Co., 11 Barclay St., New York.	31

instead, and while they are doing it they also work out the destruction of the article they are cutting—that's why the manufacturer must protect his goods. This is a condition, not a theory. Education is a good thing. Our company maintains a rather aggressive educational campaign. We are repeatedly warning our dealers against free deals, quantity prices, rebates and price cutting, inciting them to figure costs, scrutinize credits, insure their stocks, etc. We know these warnings are read and appreciated, we know the educational work helps to establish our goods and to confirm the confidence of the dealer—but we continue to protect the price.

We have taken an impartial vote on this protected price proposition and have literally thousands of ballots from the dealers themselves. The actual ballots show that some ninety-nine per cent. are in favor of price protection. Opposing votes are so rare that we feel like having them framed.

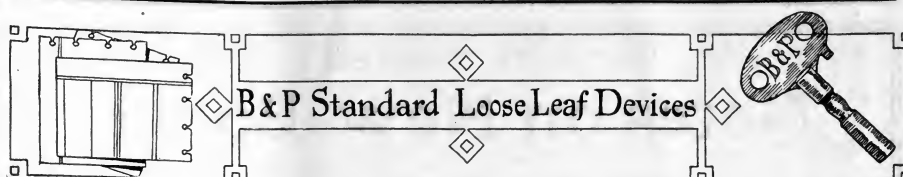
Our friend, Mr. Livingston, says in his article that he does not believe the little dealer should receive as favorable a price as the dealer who buys in large lots. He accordingly markets his goods with a quantity price. We are vigorously opposed to the quantity price or any other means of showing favor to the large dealer as against his smaller neighbor. We believe that the dealer who sells five cases of our goods is entitled to just five times as much profit as the one who sells a single case and no more. Quantity price, free deals, and rebates constitute the very food that combinations and monopolies thrive upon and in the grocery business they are the most destructive and ruinous evils that the small dealer has to fear.

The attitude of the Kellogg Toasted Corn Flake Company on price maintenance in the light of the Supreme Court's decision is probably best expressed in a telegram I sent to one of our district managers immediately after the Miles decision had been rendered:

"It is our purpose and determination to continue in future the same policy as in the past, in securing for the retailer a legitimate profit on our goods. We shall take no backward step at this time, nor at any future time, so long as we believe that we are in the right. You may mail to the retail trade in your territory a letter along the lines of the above suggestion."

Mexican Firm Wants Catalogues

The Compañia Papelera Internacional, S. A. of 2a. S. Agustin No. 41, City of Mexico, Mex., successors to Hunt & Flossel, S. en C., are now in the market for a stock of staple stationery goods to supply the retail trade of the Mexican Republic. Manufacturers of stationery and office supplies would do well to send them their catalogue and other literature to the above address.



B&P Standard Loose Leaf Devices

"My Kind of a Loose Leaf Line!"

—Says a leading dealer—"Just the combination of devices to give the buyer *ample* selection, without making the dealer carry an unreasonably large stock."

"My trade were interested right away when they saw my new B&P Line"—says another.

In fact—NEVER has a new line of goods been offered the stationer with quicker response and appreciation than the B&P STANDARD and SIEBER & TRUSSELL Loose Leaf Devices—

—"The most complete line ever offered the dealer."

And don't forget that B&P sell ONLY through the trade!

Boorum & Pease Loose Leaf Book Co.

MAKERS OF

"Standard" and "Sieber & Trussell" LOOSE LEAF DEVICES

MAIN OFFICE
109-111 Leonard St.
New York

FACTORIES
Brooklyn, N. Y.
St. Louis, Mo.

SALESROOMS

109-111 Leonard St.,
New York

Republic Bldg.,
Chicago, Ill.

220 Devonshire St.,
Boston, Mass.

4000 Laclede Ave.,
St. Louis, Mo.

We Carry Your "Reserve STOCK" of Blank Books

Did you ever stop to think how much stock room space it would take to carry even *one* sample of each of the 10,001 items that make up the B&P STANDARD line of Blank Books?

Or how many dollars you would have to invest?

Few manufacturing businesses require so varied a stock, yet every item in the B&P Line is needed to meet a *live* demand. And WE maintain the stock, ready for prompt shipment on YOUR order.

The best offer in Blank Books is a Frey Patent Flap Opening Book, bound in full sheep ends and bands with Byron Weston's Paper

Boorum & Pease Company

MANUFACTURERS OF

STANDARD BLANK BOOKS The Line of 10,001 Numbers

HOME OFFICES

Bridge, Front & York Sts.,
Brooklyn, N. Y.

FACTORIES

Brooklyn, N. Y.
St. Louis, Mo.

SALESROOMS

109-111 Leonard St.,
New York

Republic Bldg.,
Chicago, Ill.

220 Devonshire St.,
Boston, Mass.

4000 Laclede Ave.,
St. Louis, Mo.



Notes on New Books

Most Popular Books

The New York Public Library, Circulation Department, reports books most in demand, excluding fiction, for the week ending December 13, as follows:

Schriener's, "Woman and Labor"; Talbot's, "New Garden of Canada"; Jenkins', "Greatest Street in the World"; Bennett's, "Human Machine"; Soyer's, "Paper-bag Cookery"; Thomas's, "As a Man Thinks."

"A Venture in Identity"

Told in the form of letters to a girl friend, "A Venture in Identity," by Lucile C. Houghton (Doubleday, Page & Co., 75 cents) is a slight but pretty story wherein romance is interwoven with travel. On shipboard, Justine, the heroine, meets Adrian Farwell, to whom she becomes tentatively engaged, stipulating that four years must elapse before her marriage. He returns to Montana to wait as best he may, while she lingers on the Continent. An attack of typhoid so injures her memory that she has no recollection of his appearance, save as it is conveyed by a copy of a portrait by Lawrence, bearing a strong resemblance to him. When another man matches the portrait complications ensue. Besides the creating and the smoothing out of these the little book gives many bits of description and of criticism, making it a pleasant companion for an idle hour, though nothing could be more unlike the letters of real folk than are these letters that tell a story.

"My Ragpicker"

Mary E. Waller's charming novelette, "My Ragpicker" (Little, Brown & Co., 75 cents), shows no abatement of that artistic touch and fine, sweet insight into the nobilities of human nature that have distinguished her previous works and given them a remarkable vogue. The story is told in the first person, by a middle-aged artist in Paris to his young students. It was his habit to rise early, and so, one day in the early dawn, beside the refuse heap on the sidewalk, he saw "a little figure in a faded blue cotton gown and a fabulous headgear that all but concealed her face. On her back was the rag sack, the grotesque hump of which wholly disfigured as well as concealed any lines of grace she may have possessed." But notwithstanding this uncouth exterior the ragpicker proved to be a young woman of great beauty, and to have a soul as white and beautiful as the moon-white skin that made a glory of her

face. An accident enabled the artist to make her acquaintance, and little by little he learned her story.

"Tweed" and Weeds

A very horrifying example of the elemental passion of revenge can be found in "Tweed: A Story of the Old South" (The Broadway Publishing Company), by S. M. Swales. It is about a lovely slave girl, the half sister of her own mistress, with whom she had grown up as a playmate. The young mistress was very beautiful to look upon, but her heart was "a garden of weeds," and so she sold her sister to a bad man. Thereupon the slave girl's heart also became quite weedy, and she stole the infant daughter of her former mistress and contrived to have it brought up as the child of a mulatto slave woman. As soon as the little girl became of salable age, her own father and mother bought her, and for eight years she lived in their home as a slave. But when they sold her to a wicked man the sister began to repent, and it was not long until everybody was being entirely happy forever after. Altogether the story is quite a successful nightmare.

The Dempsey Diamonds

In Mr. Allen Arnot's story, "The Dempsey Diamonds" (John Lane, \$1.25), Jane, a kitchenmaid in the Dempsey house, says to the housekeeper, who gives to her a peculiar package and tells her to deliver it secretly to a certain person: "My, there's nothing like being mixed up with mystery," and the reader of this English story will think as Jane does before he has finished it. It is almost a verity that whenever a story has a title in which the word "diamond" or "diamonds" appears there will be a mystery or a murder or a marriage or some other dreadful thing going on in it. Later in this story Mr. Jeremy Sadler, speaking of his niece, Miss Nell Sadler, says to Mr. Richard Garland: "Though Nell is miles too good for you, sir, I'll kill you—yes, fat, old, peace-loving as I am, I'll kill you if you break your engagement to her." From which it may be opined that unless there is a marriage there will be a murder in this story, besides the mystery already mentioned. The book is written in four parts, each descriptive of certain stages of the Dempsey diamonds, and the chapters of the parts are broken abruptly in places, which, while not conducive to continuity, so to say, do at least prevent that monotony which sometimes makes the reader of a long chapter ready for any diversion.

Tales by Mrs. Stuart

No writer comprehends the incomprehensibility of the negro as does Mrs. Ruth McEnery Stuart, and no one better crystallizes this incomprehensibility in a short sketch, witness "The Second Wooing of Selina Sue," that high-water mark of the negro story. Two of the four tales included in the little volume, "The Haunted Photograph" (The Century Company, \$1), treat of the complex simplicities of the negro character and are well up to the standard set by Mrs. Stuart's only rival—herself. The other two deal with the subtleties of women's hearts. It will be remembered that in the case of "Little Mary Ellen" Mrs. Stuart made exquisitely touching and pathetic a situation which in other hands would have been a grotesque tragedy. She has been less happy in the tale which gives the title to the book. It fails to make a strong appeal to any class of sympathies. The closing monologue, "The Afterglow," while in a way morbid, puts into words the inarticulate emotions of many a crushed heart. Of one thing the reader may be sure. Whatever Mrs. Stuart writes is well written, with a deft touch and a delicate grace all its own.

The Silent Barrier

In "The Silent Barrier" (Edward J. Clode, \$1.25) Mr. Louis Tracy has told an interesting, if impossible story. A young American engineer suddenly becomes rich, overhears in a London restaurant a conversation between two girls, one a popular actress, the other earning a modest livelihood as secretary to a German naturalist and as occasional contributor to an obscure newspaper. The involuntary listener learns that the actress is about to go to Switzerland and that her friend has always longed for a similar tour which has never been within reach of her slender purse.

Our young man resolves to fulfill her dream for her, and manages the matter with not a little ingenuity, employing her journalistic chief as his intermediary and making it appear that she is sent abroad as special correspondent to *The Firefly*. Thereupon a villain appears upon the scene, and a tangled web is woven apace, a certain plutocratic Bower the fat spider in the center, its ends attached to St. Moritz, the unsuspecting Helen by way of being fatally enmeshed. But, of course, the young American takes a hand, a guide whose daughter Bower had ruined and a jealous woman also coming to the fore.

The Swiss setting is well done, but some of the situations are almost laughably melodramatic. Helen is an incredible innocent, and the web weaving is prolonged beyond all need, save the requisite number of pages. Quite suddenly, near the close, the reader gasps to find the villain and a milder villainess not half bad after all, and he feels as though he had wasted a good deal of wholesome hate.

The Flying Girl

An altogether new kind of airship is that in which the winsome maid of this most up-to-date story, "The Flying Girl," by Edith Van Dyne (the Reilly & Britton Co., Chicago, \$1), sails, with hair-raising thrills and adventure on her very first flight. When such a one shall actually have been perfected, aviation will be safer than automobiling, unless of course one happens to have a murderous enemy aloft, as she had, bent upon knifing the planes.

The account of the battle in the air, and the rescue from a plunging plane, reads with a degree of hold-your-breath realism that hardly seems possible, on sober second thought. But who is going to stop for sober second thought when the imagination has been taken up so high and suspended there, with nothing to hamper it—and nothing underneath. Flying is an imaginative art, anyway, else there would be no fliers.

It is therefore no overstatement on the part of the author to say that even the foremost of the world's great pioneers in aviation do not laugh at any suggestion con-

cerning the future of the aeroplane. Both of the famous gentlemen whom she mentions—mentions so ingeniously, high up on the page, in the punctilious discharge of an indebtedness which one cannot but feel may have been somewhat exaggerated—we well may believe do indeed recognize the fact that the discoveries and inventions of next year may surpass all that have gone before. Most people indeed recognize it—so why make excuses? Why not anything where so much is possible?

"The Fair Irish Maid"

It is pleasant to fall into the hands of a raconteur, born, not made, and such is Justin Huntly McCarthy. He knows how to give atmosphere and yet not the thick atmosphere that is felt, as is the wont of so many atmospheric writers; his characters are vital and consistent with themselves, and he excels in dialogue. Moreover, he is blessed with humor, which we are beginning to think the rarest of gifts. "The Fair Irish Maid" (Harpers, \$1.30) has its scene laid in an eventful time—during the second clash between America and the mother country and when the terrible little Corsican was "the boggy of Europe." Nevertheless the book cannot be classed as a historical novel, for the love affairs of Grania O'Hara, the last of the O'Hara line in the old kingdom of Kerry, and of Dennis Tiroven dominate the story. Grania, in beauty, in spirit, in lofty self-sacrifice, is

all an Irish maid should be, and we are decidedly of her good uncle's opinion that her poet-lover was not worthy of her sacrifice nor of her; but since, in her eyes, he was the one man, the romance may be regarded as having the desirable happy ending, and, certainly, on the way thither it affords much pleasant reading.

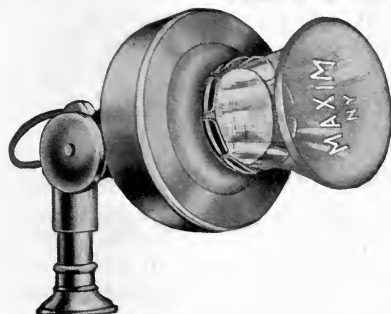
Pinnocchio, the Puppet

It is hard to believe that a puppet boy, carved out of a piece of wood, could be quite as naughty as was Pinnocchio, or live such a long and varied life. There are 268 pages of it in the book, "Pinnocchio, the Story of a Puppet," translated from the Italian of C. Collodi by M. A. Murray, with innumerable pictures, black and white, a few full-page colored ones by Charles Folkard. (E. P. Dutton & Co., \$2.50.) Pinnocchio begins to be naughty as soon as he is carved out of wood by Papa Geppetto. He grabs off his wig as soon as his arms are made, delivers a kick on his nose as soon as his legs are in form, and then naughty Pinnocchio runs away as fast as his new feet will carry him.

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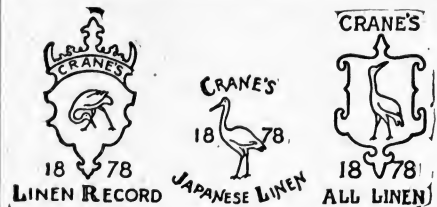
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